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Emotional Marketing and Customer Loyalty among Apple Device Users in Kirkuk Governorate

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Abstract

Purpose: This study aimed to examine the effect of Metaverse marketing dimensions (Immersion, Interactivity, Personalization, and Digital Trust) on the purchasing behavior of university students in Baghdad.
Research Methodology: This study employed a descriptive-analytical approach. Data were collected using a structured electronic questionnaire distributed to a stratified random sample of 400 university students across different academic specializations and institutions.
Results: The study found that all four dimensions of Metaverse marketing had a significant positive effect on students' purchasing behavior, with Digital Trust showing the strongest influence. The regression model explained 56% of the variance in purchasing behavior, indicating the robustness of the relationship among the dimensions.
Conclusions: The findings indicate that enhancing immersion, interactivity, personalization, and digital trust in virtual marketing environments effectively drives purchasing behavior among digitally active students.
Limitations: This study is limited to university students in Baghdad and focuses on their interactions with virtual marketing environments, which may not be generalizable to other demographics or regions.
Contributions: This study contributes to the literature by providing empirical evidence of how specific dimensions of Metaverse marketing influence real purchasing behavior, offering practical insights for marketers to optimize virtual engagement strategies in emerging digital marketplaces.

Keywords: *Administrative Performance, Governmental Universities, Green Information Technology, Kirkuk Governorate, Sustainable Development*

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1. Introduction

The current business landscape has undergone a complete transformation in terms of the principles behind business buying. The customer is no longer just an economic actor who reacts only to technical specifications and price; he or she is now an emotional actor who makes choices based on a variety of emotions, symbols, and mental images (Deepa & Baral, 2017; Smolyakov, 2020). This shift has forced companies to adapt their marketing efforts to include an emotional component that seeks to establish an emotional connection with customers, giving birth to the new concept of "Emotional Marketing", which is a new marketing strategy for better brand positioning and loyalty (Alamry et al., 2022).

The method becomes even more important in the smart device market because of the high competition and similarity of technical features of brands. However, in many situations, the deciding factor is connected to emotions, user experience, and brand loyalty (Ardyan et al., 2016; Lee et al., 2015; Seduram et al., 2022). Apple is a good example of a successful emotional marketing strategy; its devices have gained distinction and trust and provide a unique user experience. Its customers are repeaters and stickers to its brand, even when it is very expensive and there are other brands with similar technical specifications (Subagja & Aprillia, 2022).

Although the number of studies on emotional marketing and its impact on customer loyalty is growing worldwide, it remains limited in the Iraqi context, especially in the Kirkuk Governorate. Thus, the importance of this research is to investigate the opinions of a sample of Apple device users in the city of Kirkuk to determine the degree of emotional marketing and its dimensions and measure the effect of emotional marketing on the level of satisfaction with the product and the increase in customer loyalty, thus contributing to the guidance of the marketing decision for the retailer and the agent in the local market (Bae & Kim, 2023; Nasir et al., 2022; Rexer et al., 2020).

The value of using an emotional marketing strategy is backed up by the modifications created by the modern digital landscape, such as the number of communication channels and the various platforms for interaction between the brand and the client. Marketing is no longer a single-directional communication action but is becoming an interactive system with the goal of creating continuous emotional connections with customers through visual content, stories, and sensations. According to consumer behavior literature, approximately 90% of purchasing decisions are made at the subconscious level, which is based on emotional impressions; this means that emotional marketing is a key part of the current competitive strategy (Abeysekera et al., 2020; Armstrong, 2014; Kotler & Armstrong, 2004).

The smart device market is more specific, with the repurchase decision being a clear expression of loyalty and the switching costs between brands being high, whereas the usage cycle is long. Economic factors combine with the social particularities in Kirkuk Governorate to create consumption patterns, in which the symbolic aspect merges with the functional aspect; the use of brands is sometimes an expression of social status and affiliation with a certain consumer group (Okigbo et al., 2025). Therefore, examining emotional marketing in this context provides an opportunity to gain insight into the factors that drive loyalty beyond price and specifications.

The present study relies on the premise that a brand that can create emotional attachment with its customers enjoys an edge over the competition that is hard to replicate and that emotional loyalty is more immune to rival price offers. In the case of Iraqi users of Apple devices in Kirkuk, on the one hand, the fact that these devices are expensive but not affordable to the users, and on the other hand, the fact that a wide range of consumers continue to buy these devices even when the technology alternatives are more affordable, makes them an ideal case to test this assumption. Based on this, this study aims to provide concrete quantitative evidence at the local level on the impact of emotional marketing on customer loyalty in this segment in terms of the four dimensions of this concept (Sastra & Prianthara, 2025).

The research problem addressed in this study stems from the lack of applied studies linking emotional marketing dimensions to customer loyalty outcomes, such as repurchase intentions, word-of-mouth recommendations, and brand attachment, particularly among Apple device users in Kirkuk Governorate. This gap is compounded by the limited scientific research in the local market, which is characterized by its behavioral specificity. The primary research question is formulated as: “How much influence does emotional marketing have on increasing customer loyalty of Apple device users in Kirkuk Governorate?” From this central question, several sub-questions arise, including the relationships between emotional purchase decisions, types of emotional marketing, factors influencing purchase decisions, and other emotional factors on customer loyalty (Afnan et al., 2024).

The significance of this study is twofold in nature. Theoretically, this study enriches Arabic administrative and marketing literature by providing an applied investigation that connects the contemporary dimensions of emotional marketing with customer loyalty, addressing a clear gap in research within Iraq and extending knowledge in a culturally and locally specific context. Practically, this study provides reliable empirical measures of the emotional responses of Iraqi customers toward Apple device retailers and identifies the key emotional components influencing loyalty. The results can guide marketers to reallocate promotional resources more effectively in a competitive market. This study aims to measure the levels of emotional marketing and customer loyalty, test the overall and individual effects of emotional marketing dimensions on loyalty, and offer actionable recommendations for Apple marketers and retailers in Kirkuk based on the findings.

2. Literature Review & Hypothesis Development

Emotional marketing has increasingly become a focal strategy for fostering deeper consumer-brand relationships by engaging customers at an affective level. This approach goes beyond functional benefits and transactional value by tapping into consumers' feelings, attachments, and emotional experiences with brands (Gómez-Suárez et al., 2017; Kim & Sullivan, 2019). Research has shown that emotional marketing positively affects customer loyalty, as emotionally connected consumers are more likely to form stronger brand relationships and demonstrate repeated purchasing behavior. The literature also highlights that emotional marketing influences consumer engagement and word-of-mouth behavior, which in turn enhances brand loyalty. A study on perfumery products found that emotional marketing significantly affects consumer engagement and, when mediated by engagement, has a stronger impact on loyalty outcomes. Moreover, emotional marketing can improve brand trust and satisfaction, which are critical psychological precursors to loyalty, indicating that emotional strategies contribute to not only initial purchase preference but also sustained consumer allegiance (Ndubisi & Kok Wah, 2005).

Empirical studies across industries consistently support the positive effect of emotional marketing on loyalty. For example, emotional branding strategies in retail and service sectors, such as cafes and e-commerce platforms, have been shown to strengthen customer loyalty by heightening personal connections and satisfaction. Additionally, research indicates that emotional marketing combined with experiential elements reinforces customer retention by enhancing perceived value and long-term loyalty through memorable brand interactions (Nson, 2024; Widjajakusuma & Anindita, 2025). The mechanisms through which emotional marketing enhances loyalty include emotional attachment, satisfaction, and brand trust. Emotionally branded experiences create affective bonds that help consumers identify with brands, resulting in increased loyalty behaviors, such as repeat purchases and positive recommendations. Literature reviews also emphasize emotional connection as a fundamental pathway linking emotional marketing to sustained loyalty outcomes across various cultural and market contexts (Kumar, 2024; Wijayanto et al., 2025).

Despite strong empirical support, the literature suggests that the strength of emotional marketing's effect on loyalty may vary depending on industry characteristics, consumer segments, and mediating variables such as engagement and satisfaction. Some studies have found that emotional branding may not always directly affect loyalty in the absence of trust or satisfaction, indicating the complexity of consumer emotional responses. This underscores the importance of context-specific investigations, such as examining Apple device users in Kirkuk Governorate, to understand localized emotional marketing dynamics and their influence on loyalty.

2.1 Hypothesis Development

Based on the literature reviewed above, the following hypotheses are proposed:

H_1: There is a statistically significant relationship at the 0.05 level between emotional marketing and customer loyalty among users of Apple devices in Kirkuk Governorate.

Sub-Hypotheses:

$H_1 - 1$: There is a statistically significant effect relationship between emotional purchase decision and customer loyalty

$H_1 - 2$: There is a statistically significant effect relationship between the type of emotional marketing and customer loyalty

$H_1 - 3$: There is a statistically significant effect relationship between the factors influencing the purchase decision and customer loyalty.

$H_1 - 4$: There is a statistically significant effect relationship between emotional factors and customer loyalty

2.2 Previous Studies

Table 1. Previous studies summary

Author(s) and Year	Study Objective	Methodology	Key Findings	Relevance to Current Study
Uthman and Marie (2025)	To examine the role of social marketing in enhancing customer loyalty.	Field survey on a sample of customers of Algerian wireless telecom operators (Mobilis, Djezzy, Ooredoo); SEM with PLS.	Social marketing dimensions significantly positively impact customer loyalty, with emotional and trust components being the most influential.	It confirms the link between affective marketing dimensions and loyalty and supports the use of trust and emotion items in the present questionnaire (**UthmanMarie2025**).
Bachri, Putra, Farid, Darman, and Mayapada (2023)	To assess the role of digital marketing in achieving customer satisfaction.	This study was applied to Kuwaiti citizens using a questionnaire-based approach and SPSS analysis with regression.	Digital and emotional content significantly improves perceived customer satisfaction and repurchase intention.	Supports the link between marketing experience (including emotional appeals) and behavioral loyalty outcomes in this study (**BachriEtAl2023**).
Müller and Christandl (2019)	This study explores the role of content marketing in shaping customer attitudes.	Case study of Omar Bin Omar Food Co. – Guelma, Algeria; descriptive-analytical method with a field survey.	Content marketing and emotional storytelling positively influenced customer attitudes and brand engagement.	Reinforces the role of “type of emotional marketing” (X2) narratives and brand storytelling in shaping loyalty (**MullerChristandl2019**).
Kankam and Dza (2023)	To measure the role of agile (lean) marketing in sustainable competitive advantage.	Iraqi telecom companies (Zain, Asiacell); n=114; descriptive-analytical with SPSS v.28.	The significant impact of agile marketing dimensions on sustainable competitive advantage; loyalty and quality emerge as critical drivers.	It provides Iraqi-context evidence for marketing-driven competitive advantage and informs the scale design of the present study (purchase decision factors X3) (**KankamDza2023**).

Table 1 shows that by comparing the results of the previous studies with the current one, it can be seen that there was an agreement that the marketing practices with emotional and social aspects have positive effects on customer behavior, in terms of satisfaction, attitude, and loyalty. The research method used in most of these studies also followed the descriptive analytic method and data collection tools, such as questionnaires, as in the present study. These studies contributed to the present study in creating the items in the questionnaire, the four dimensions of emotional marketing, and the hypotheses for the study.

However, a gap in the literature exists since most of these studies were carried out in other environments (Algerian, Kuwaiti, Iraqi–Baghdad) which are different from the specificity of the Kirkuk Governorate. In addition, none specifically targeted Apple device users. Therefore, this study aims to contribute to the gap in the applied level in the field of smart devices in Kirkuk and to show quantitatively for local evidence the role of emotional marketing in boosting customer loyalty in smart devices in the city of Kirkuk.

3. Methodology

This study employed a descriptive-analytical research design for several key reasons. First, this design is particularly suitable for diagnosing the phenomenon under investigation, providing a clear understanding of how emotional marketing operates among Apple device users in the Kirkuk Governorate. Second, it is effective in measuring the relationships between the variables involved, allowing for the identification of significant connections and effects between emotional marketing dimensions and customer loyalty. The research population consisted of individuals who had purchased and actively used Apple devices in the governorate. A purposive sampling method was applied to target respondents who were most relevant to the study objectives, ensuring that the collected data accurately reflected the experiences and perceptions of the intended participants.

During the data collection period, 167 questionnaires were distributed to the selected participants. Seventeen questionnaires were excluded due to incomplete responses, extreme answers, or repetitive patterns that failed to meet the statistical validity criteria. Consequently, 150 valid questionnaires were retained for analysis, resulting in a response rate of 89.82%, which is considered acceptable in similar studies. This high response rate ensured that the study had sufficient statistical power and representative data to draw meaningful conclusions regarding the impact of emotional marketing on customer loyalty in the target population (Creswell, 2014; Sugiyono, 2010).

Data were collected using a structured questionnaire comprising two sections. The first section captured the respondents' demographic information, while the second consisted of 28 structured items designed to measure the variables of interest. Specifically, 20 items addressed emotional marketing across its four dimensions: emotional purchase decision, type of emotional marketing, purchase decision factors, and emotional factors, while eight items assessed customer loyalty. All items were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), providing a standardized approach to quantify respondents' perceptions and attitudes toward the constructs under investigation.

This study distinguished between two types of variables: the independent variable, Emotional Marketing, and the dependent variable, Customer Loyalty (Dhisasmito & Kumar, 2020). SPSS version 27 was used to process the data. Reliability testing was conducted using Cronbach's alpha to ensure the internal consistency of the instrument, and descriptive statistics were calculated to provide an overview of the data. Simple linear regression was employed to test the main hypothesis regarding the overall effect of emotional marketing on loyalty, and multiple regression analysis was used to evaluate the effects of each dimension. Additionally, tolerance and Variance Inflation Factor (VIF) tests were applied to check for multicollinearity, ensuring that the regression results were robust and valid for interpretation (Andri et al., 2022; Maianto et al., 2026).

4. Results and Discussion

4.1 Results

4.1.1 Distribution of Respondents

The research sample (n = 150) was demographically distributed as follows: 102 males and 48 females. The dominant age group was 20–under 30 years (n = 69), and most respondents held a bachelor's degree (n = 86). iPhone users (n = 82) represented the largest group, and the majority of respondents had repurchased more than once, which enhanced the suitability of the sample for testing customer loyalty.

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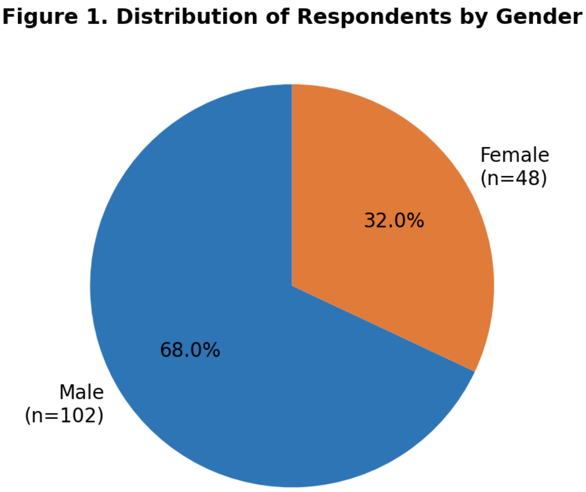

Figure 1. Distribution of Respondents by Gender

Figure 1 shows that the percentage of males was 68% compared to 32% for females. This is consistent with the nature of the smart device market in Kirkuk, where purchasing decisions for advanced devices tend to be more male-oriented.

4.1.2 Cronbach Alpha

Table 2. Reliability analysis using Cronbach alpha

Construct / Dimension	N of Items	Cronbach's α	Reliability Level
X1: Emotional Purchase Decision	5	0.8039	Good
X2: Type of Emotional Marketing	5	0.8370	Good
X3: Purchase Decision Factors	5	0.7629	Acceptable
X4: Emotional Factors	5	0.8164	Good
Emotional Marketing (Total)	20	0.9031	Excellent
Customer Loyalty	8	0.8263	Good
Overall Questionnaire	28	0.9310	Excellent

Table 2 shows that all dimensions of the questionnaire had Cronbach's alpha values ranging from 0.7629 to 0.9031, and the overall alpha value of the questionnaire was 0.9310. The values are considered excellent because they are higher than the acceptable threshold of 0.70. The values obtained were within the limits set by the statistical norms of reliability:Alpha values ≥ 0.80 indicated good reliability, and values ≥ 0.90 indicated excellent reliability. This indicates that the instrument is reliable and can be used for further analysis.

4.1.3 Descriptive Statistics of the Variables

Table 3. Descriptive Statistics of Study Variables

Variable	Mean	Std. Dev.	Relative Importance	Rank	Level
X1: Emotional Purchase Decision	4.148	0.543	82.96%	2	High
X2: Type of Emotional Marketing	4.049	0.590	80.99%	4	High
X3: Purchase Decision Factors	4.063	0.531	81.25%	3	High
X4: Emotional Factors	4.164	0.554	83.28%	1	High
Emotional Marketing (Total)	4.106	0.438	82.12%		High
Customer Loyalty	4.081	0.466	81.62%		High

Table 3 shows that all variables had a high level according to the five-point interpretation scale. The Emotional Factors dimension (X_4) scored the highest, with a mean score of 4.164 and a relative importance of 83.28%, followed by the Emotional Purchase Decision dimension (X_1), with a mean score of 4.148 and a relative importance of 81.80%; the Purchase Decision Factors dimension (X_3), with a mean of 4.063 and a relative importance of 81.30%; and lastly, the Type of Emotional Marketing dimension (X_2), with a mean score of 4.049 and a relative importance of 80.77%.

The overall mean for Emotional Marketing was 4.106 (RI=82.12%) and the mean for Customer Loyalty was 4.081 (RI=81.62%). The findings of this press test show high awareness of emotional marketing tactics of Apple among its users in Kirkuk and a high level of brand loyalty, which proves that they have an emotional gratitude towards the brand and not only because of functional satisfaction.

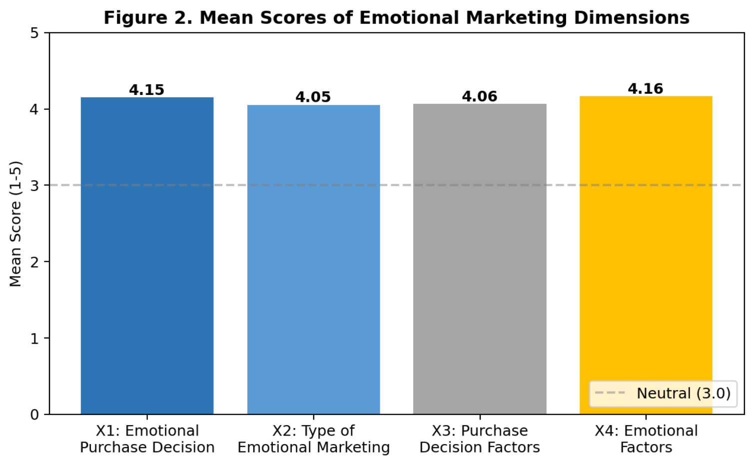

Figure 2. Mean Scores of Emotional Marketing Dimensions

Figure 2 shows a clear convergence among the four dimensions of emotional marketing at a high level exceeding 4 out of 5, with a relative superiority of emotional factors and emotional purchase decisions. This indicates the maturity of a brand's emotional experience in the local market.

4.1.4 Pearson

Table 4. Pearson Correlation Matrix

Relationship	Pearson r	Sig. (2-tailed)	Direction	Strength
X1 $\leftrightarrow$ Y: Customer Loyalty	0.6177**	< 0.001	Positive	Strong
X2 $\leftrightarrow$ Y: Customer Loyalty	0.6775**	< 0.001	Positive	Strong
X3 $\leftrightarrow$ Y: Customer Loyalty	0.6492**	< 0.001	Positive	Strong
X4 $\leftrightarrow$ Y: Customer Loyalty	0.6510**	< 0.001	Positive	Strong
Emotional Marketing (Total) $\leftrightarrow$ Y	0.8217**	< 0.001	Positive	Very Strong

Table 4 shows that all Pearson correlation coefficients between the dimensions of emotional marketing and customer loyalty are positive and statistically significant at the 0.01 level. The correlation between overall emotional marketing and customer loyalty reached $r = 0.8217$ ($p < 0.001$), indicating a very strong positive relationship. The subdimension ranking was as follows: X_2 ($r = 0.6775$), X_4 ($r = 0.6510$), X_3 ($r = 0.6492$), and X_1 ($r = 0.6177$). These results indicate that an increase in the level of emotional marketing is associated with a corresponding increase in customer loyalty, and that the relationship is strong enough to test its effect using regression models in subsequent sections.

4.1.5 Simple Linear Regression (Main Hypothesis)

Table 5. Simple Linear Regression Results ($Y = \beta_0 + \beta_1 \cdot EM + \varepsilon$)

Model Summary	**R**	**R Square**	**Adjusted R^2**	**F**	**Sig. (F)**
EM $\rightarrow$ Customer Loyalty	0.8217	0.6752	0.6730	307.706	< 0.001

The results in Table 5 indicate a statistically significant effect of emotional marketing on customer loyalty. The coefficient of determination (R Square) reached 0.6752, meaning that emotional marketing explains 67.52% of the variation in customer loyalty, which is considered to have high explanatory power. The F-value was 307.706 with a significance level of Sig. < 0.001, which is less than 0.05, indicating the statistical significance of this model.

Table 6. Coefficients

Predictor	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	0.4930	0.2057		2.397	0.0178
Emotional Marketing	0.8738	0.0498	0.8217	17.541	< 0.001

Table 6 shows that the regression coefficient (B) for the independent variable was 0.8738 (Beta = 0.8217, t = 17.541, p < 0.001), which is a positive and significant value, indicating that an increase of one unit in emotional marketing is associated with an expected increase of 0.874 units in customer loyalty. Accordingly, the main hypothesis H1 was accepted.

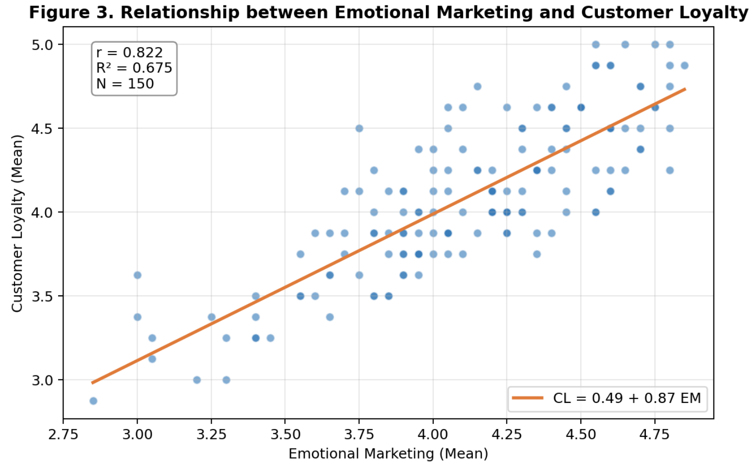

Figure 3. Relationship Between Emotional Marketing and Customer Loyalty

Figure 3 illustrates the strong positive linear relationship between emotional marketing and loyalty. The scatter plot shows a clear clustering of points around the regression line, which supports the robustness of the relationship and the acceptance of the main hypothesis of this study.

4.1.6 Multiple Regression (Sub-Hypotheses)

The study models customer loyalty (Y) as a function of the four dimensions of emotional marketing (X_1 to X_4) using the equation $Y = \beta_0 + \beta_1 \cdot X_1 + \beta_2 \cdot X_2 + \beta_3 \cdot X_3 + \beta_4 \cdot X_4 + \varepsilon$, where each coefficient (β) measures the effect of a specific dimension, and ε represents the error term.

Table 7. Multiple Regression Results for Emotional Marketing Dimensions

R	**R Square**	**Adjusted R^2**	**F**	**Sig. (F)**	**N**
0.8238	0.6786	0.6697	76.542	< 0.001	150

Table 7 shows that the regression analysis shows a strong positive relationship between emotional marketing and customer loyalty, with a correlation coefficient (R) of 0.824. The model explains 67.86% of the variance in customer loyalty ($R^2 = 0.679$), and the adjusted R^2 of 0.670 indicates a good fit that accounts for the number of predictors. The F-value of 76.542 is statistically significant (p < 0.001), confirming that the model reliably predicts customer loyalty based on the four emotional marketing dimensions using data from 150 respondents.

Table 8. Multiple Regression Coefficients of Emotional Marketing Dimensions on Customer Loyalty

Predictor	**B**	**Std. Error**	**Beta**	**T**	**Sig.**	**Tolerance**	**VIF**
(Constant)	0.5145	0.2075		2.480	0.0143		
X1: Emotional Purchase Decision	0.1893	0.0508	0.2203	3.723	< 0.001	0.6328	1.5803
X2: Type of Emotional Marketing	0.2710	0.0460	0.3432	5.890	< 0.001	0.6530	1.5313
X3: Purchase Decision Factors	0.1961	0.0539	0.2236	3.635	< 0.001	0.5860	1.7065
X4: Emotional Factors	0.2130	0.0511	0.2533	4.168	< 0.001	0.6002	1.6660

Table 8 shows that the dimensions of emotional marketing collectively explain 67.86% of the variance in customer loyalty ($R^2 = 0.6786$, Adjusted $R^2 = 0.6697$), and that the model is statistically significant (F = 76.542, p < 0.001). All partial coefficients were positive and significant at the 0.05 level or below, ranked according to standardized beta values as follows: X2 ($\beta = 0.3432$, p < 0.001) ranked first, followed by X4 ($\beta = 0.2533$, p < 0.001), X3 ($\beta = 0.2236$, p < 0.001), and X1 ($\beta = 0.2203$, p < 0.001). This indicates that the type of emotional marketing (storytelling content, narratives, and visual experiences) has the strongest impact on the loyalty of Apple users in Kirkuk, followed by pure emotional factors. In addition, all VIF values were below 1.71, and all tolerance values were above 0.58, indicating that there was no serious multicollinearity problem according to the accepted threshold (VIF < 5). Accordingly, all four sub-hypotheses (H1-1, H1-2, H1-3, and H1-4) were accepted.

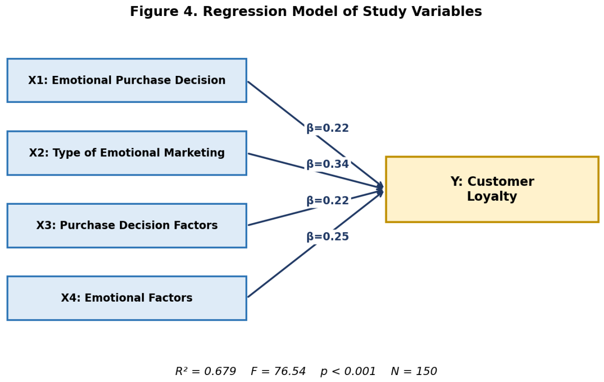

Figure 4. Regression Model of Study Variables

Figure 4 summarizes the research hypothetical model, along with the estimated beta values for each dimension. This shows that emotional marketing type has the highest standardized regression weight toward customer loyalty.

4.1.7 Summary of Hypotheses Testing

Table 9. Summary of Hypotheses Testing

Hypothesis	Path	Statistical Test	Sig.	Decision
H1	Emotional Marketing $\rightarrow$ Customer Loyalty	Simple Regression	< 0.001	Accepted
H1-1	$X_1 \rightarrow$ Customer Loyalty	Multiple Regression	< 0.001	Accepted
H1-2	$X_2 \rightarrow$ Customer Loyalty	Multiple Regression	< 0.001	Accepted
H1-3	$X_3 \rightarrow$ Customer Loyalty	Multiple Regression	< 0.001	Accepted
H1-4	$X_4 \rightarrow$ Customer Loyalty	Multiple Regression	< 0.001	Accepted

Table 9 shows the hypothesis testing results, indicating that both the overall effect of Emotional Marketing on Customer Loyalty and the individual effects of its four dimensions Emotional Purchase Decision (X_1), Type of Emotional Marketing (X_2), Purchase Decision Factors (X_3), and Emotional Factors (X_4), are statistically significant. All paths were tested using simple or multiple regression, with significance levels below 0.001, leading to the acceptance of all the hypotheses. This confirms that each dimension of Emotional Marketing contributes positively to enhancing customer loyalty among Apple device users in Kirkuk Governorate.

4.2 Discussion

The findings of the current study are consistent with those of (**Saous2020**) and (**Hussein2024**) in terms of the existence of a significant effect of marketing practices with an emotional dimension on enhancing customer loyalty. They also align with (**Eid2020**) in that experiential aspects are the primary determinants of repurchase behavior. However, the present study adds a new applied dimension by linking this effect to a specific geographical (Kirkuk) and behavioral (Apple users) context that has not been addressed in previous studies.

The dimension of “Type of Emotional Marketing” (X_2) that corresponds to the storytelling content, narratives, and visual brand experiences, shows high scores for Iraqi customers in Kirkuk, suggesting that these customers react well to the marketing content that tells a story instead of technical details. This fits into Apple’s game of communicating the values of excellence, creativity, and simplicity of experience. Similarly, the weight of the dimension “Emotional Factors” (X_4) highlights the importance of brand image, and the building of trust and attachment in strengthening loyalty.

As for the high cost, the findings show that a high price does not make members less loyal, but does strengthen their loyalty, by creating “symbolic value.” The device is perceived by the consumer as a status and self-confidence symbol, which is why it is still being repurchased, despite the fact that it is available at lower prices and has similar technical characteristics. It can be concluded that the loyalty of the study sample was more of an emotionalvalue type rather than a functional type.

5. Conclusions

The study confirms that emotional marketing has a strong and statistically significant effect on customer loyalty among Apple device users in Kirkuk, with an R^2 of 0.675. All four dimensions of emotional marketing–Emotional Purchase Decision, Type of Emotional Marketing, Purchase Decision Factors, and Emotional Factors–were found to be effective and significant in explaining loyalty, with the Type of Emotional Marketing dimension showing the strongest impact, followed by Emotional Factors. These findings indicate that Apple users in Kirkuk base their loyalty primarily on emotional and value-driven experiences rather than technical specifications alone.

Customer loyalty is manifested through behavioral indicators such as repurchase, word-of-mouth recommendations, and brand attachment, even in the presence of high prices and competition. This highlights the importance of designing marketing strategies that emphasize emotional engagement and value creation to strengthen consumer–brand relationships. Retailers and marketers can leverage these insights to enhance customer experience, foster long-term loyalty, and maintain a competitive advantage in the local smart device market.

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Author Contributions

AFM contributed to the conceptualization, data collection, formal analysis, methodology, validation, data curation, writing of the original draft, writing—review & editing, supervision, and overall direction of the research. AFM also ensured the integrity and academic rigor of the study through continuous oversight and final manuscript revision.

Conflicts of Interest

The authors declare no conflict of interest in the publication of this research. This study was conducted independently, and there are no financial or personal influences on the results.

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