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The Role of Emotional Intelligence in Strategic B2c Brand Management Within Fmcg and Luxury Sectors across Asian Markets

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Abstract

The integration of emotional intelligence (EI) into business-to-consumer (B2C) brand management, particularly within the fast-moving consumer goods (FMCG) sector, has emerged as a defining factor in shaping consumer loyalty, trust, and market differentiation. In an era of hypercompetition and emotional saturation, brands increasingly rely on EI as a strategic framework to decode consumer sentiment and foster enduring psychological bonds. Although prior studies affirm that emotionally intelligent teams and communications enhance consumer trust and attachment, much of the existing literature remains constrained by Western-centric paradigms and limited consideration of cultural variability (Saratian et al., 2024; Kankam & Charnor, 2023). This study bridges that gap by synthesizing recent empirical research and original case analyses from Asian FMCG and luxury brands, using sources from ResearchGate and Kuey.net. Through a comparative and cross-cultural lens, it investigates how emotionally intelligent strategies such as storytelling, personalized engagement, and community co-creation shape consumer perception and loyalty in diverse cultural contexts (Lin, 2024; Savi? et al., 2019). The findings reveal that culturally adaptive, emotionally intelligent brand management significantly strengthens relational resilience, positioning brands for sustainable loyalty, ethical competitiveness, and long-term strategic advantage in both regional and global markets (Arundathi & Babu, 2024).

Keywords: Emotional Intelligence; Brand Management; Consumer Loyalty; Cross-Cultural Marketing; Fast-Moving Consumer Goods