



ISSN No. : 2321-9653

# iJRASET

International Journal for Research in Applied  
Science & Engineering Technology

iJRASET is indexed with Crossref for DOI-DOI : 10.22214

Website : [www.ijraset.com](http://www.ijraset.com), E-mail : [ijraset@gmail.com](mailto:ijraset@gmail.com)

## Certificate

*It is here by certified that the paper ID : IJRASET64937, entitled*

*Influence of Emotional Marketing in the Field of Cosmetics Among Females Towards  
Brand Loyalty and Preference*

*by*

*Deeksha Chaudhary*

*after review is found suitable and has been published in  
Volume 12, Issue XI, November 2024*

*in*

*International Journal for Research in Applied Science &  
Engineering Technology*

*(International Peer Reviewed and Refereed Journal)*

*Good luck for your future endeavors*

*By [Signature]*

Editor in Chief, iJRASET

JISRA  
JIF

ISRA Journal Impact  
Factor: 7.429

45.98  
INDEX COPERNICUS

THOMSON REUTERS  
Researcher ID: N-9681-2016

doi 10.22214/IJRASET  
cross ref

Scopus  
TOGETHER WE REACH THE GOAL  
SJIF 7.429



ISSN No. : 2321-9653

# iJRASET

International Journal for Research in Applied  
Science & Engineering Technology

iJRASET is indexed with Crossref for DOI-DOI : 10.22214

Website : [www.ijraset.com](http://www.ijraset.com), E-mail : [ijraset@gmail.com](mailto:ijraset@gmail.com)

## Certificate

*It is here by certified that the paper ID : IJRASET64937, entitled*

*Influence of Emotional Marketing in the Field of Cosmetics Among Females Towards  
Brand Loyalty and Preference*

*by*

*Dr. Shiv Narayan Sharma*

*after review is found suitable and has been published in  
Volume 12, Issue XI, November 2024*

*in*

*International Journal for Research in Applied Science &  
Engineering Technology  
(International Peer Reviewed and Refereed Journal)  
Good luck for your future endeavors*

*By [Signature]*

Editor in Chief, iJRASET

**JISRA**  
JOURNAL  
IMPACT  
FACTOR

ISRA Journal Impact  
Factor: **7.429**



**45.98**  
INDEX COPERNICUS



THOMSON REUTERS  
Researcher ID: N-9681-2016



doi 10.22214/IJRASET  
cross ref



Scopus  
TOGETHER WE REACH THE GOAL  
SJIF 7.429