

# Analysis of the Communication and Influence Mechanism of Consumer Emotional Value in Social Media Marketing

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**Abstract:** In the digital age, social media has become an important platform for brands to interact with consumers. This article explores the dissemination and influence mechanism of consumer emotional value in social media marketing. By analyzing how different types of emotional content spread on social media and how these emotions affect consumer purchasing decisions and brand loyalty, research has found that positive emotional content is often more likely to trigger user sharing and interaction, while negative emotional content may lead to brand crisis. The research results indicate that brands should focus on creating content that can evoke positive emotional resonance, while effectively managing and responding to negative emotions to enhance brand image and market competitiveness. This paper provides empirical evidence for enterprises to develop social media marketing strategies and proposes suggestions for emotional value management.

**Keywords:** social media marketing, consumer emotions, emotional value

## 1. Introduction

In today's digital age, social media has become an important platform for communication between consumers and brands. It is not only a tool for information dissemination, but also a social place that gathers consumer emotions, experiences, and attitudes. In this environment, consumer emotions are more widely expressed and disseminated on social media, becoming an important factor affecting brand image and marketing effectiveness [1]. Therefore, understanding the value dissemination and influence mechanism of consumer emotions in social media is of great significance for enterprises to formulate effective marketing strategies. This paper aims to conduct an in-depth analysis and exploration of the dissemination and influence mechanism of consumer emotional value in social media marketing. Firstly, we will review past relevant research, summarize existing theoretical frameworks and research achievements, in order to reveal the main trends and development directions of current research. Secondly, we will explore the dissemination methods and mechanisms of consumer emotions on social media, including the characteristics of emotional content, dissemination channels, and influencing factors. Next, the focus will be on analyzing the value dissemination mechanism of consumer emotions in social media marketing, exploring the impact of emotions on brand image, user participation, and purchase intention. Finally, future research directions and suggestions will be proposed to provide reference for academic research and practical work in related fields.

By conducting in-depth research on the dissemination and influence mechanisms of consumer emotions on social media, not only can companies better understand consumer needs and attitudes, but they can also guide them in formulating more precise and effective social media marketing strategies, enhancing brand image and market competitiveness. Therefore, the research in this paper has important theoretical and practical significance.

## 2. The impact of emotional perception on consumer behavior

### 2.1 Concept and connotation of emotional perception

Emotional perception refers to the perception and experience of consumers towards the emotional states triggered by information and content on social media [2]. Emotional perception includes the

process of recognizing, understanding, and expressing emotions. Consumers receive emotional information from others through social media platforms and resonate or respond to them. Emotional perception is not limited to positive emotions (such as joy and excitement), but also includes negative emotions (such as anger and disappointment) and neutral emotions. Consumer emotional perception can be influenced by various factors, including personal characteristics, information content, social environment, etc.

### ***2.2 The correlation between emotional perception and consumer purchasing behavior***

Emotional perception has a significant impact on consumer purchasing behavior [3]. The emotional information perceived by consumers on social media can trigger changes in their purchasing decisions. For example, when consumers perceive positive emotions from other users towards a product or service, they are more likely to be motivated to purchase and tend to choose that product or service. On the contrary, if consumers perceive negative emotions, such as dissatisfaction or complaints from other users, they may have doubts about the product or service, thereby reducing their willingness to purchase.

### ***2.3 The impact of emotional perception on brand cognition and attitude***

Emotional perception also has a significant impact on consumer perception and attitude towards the brand. Emotional information on social media can shape consumers' impressions and evaluations of brands. When consumers perceive positive emotions from other users towards a certain brand, they are more likely to form positive brand awareness and attitudes, and tend to choose that brand. In addition, emotional perception can enhance consumers' emotional connection to the brand, making them more loyal to the brand and actively participating in brand related social activities.

### ***2.4 The role of emotional perception in word-of-mouth communication and social influence***

The dissemination of emotional perception on social media plays an important role in word-of-mouth communication and social influence. When consumers perceive emotional information about a product or service from others, they often spread this emotional information further to others through social media platforms. This word-of-mouth spread can influence the purchasing decisions and brand attitudes of other consumers. Meanwhile, emotional perception can also influence the emotional states of other users through emotional expression and resonance on social media, constructing emotional resonance and social influence networks.

## **3. The impact of consumer emotional value on brand loyalty**

In today's fiercely competitive market environment, brands not only need to focus on product quality and service level, but also need to pay attention to the emotional experience of consumers. Consumer emotional value establishes a deep emotional connection between brands and consumers, thereby significantly affecting brand loyalty. The following will explore in detail the concept and constituent elements of consumer emotional value, the relationship between emotional value and brand cognition and emotional connection, the direct impact of emotional value on brand loyalty, and the impact of emotional value on consumer word-of-mouth communication and loyalty behavior.

### ***3.1 Concept and constituent elements of consumer emotional value***

Consumer emotional value refers to the emotional satisfaction and psychological pleasure that consumers obtain during the use of products or services [4]. This emotional value not only relates to the immediate emotional response of consumers, but also encompasses long-term emotional experiences. The constituent elements of consumer emotional value mainly include emotional satisfaction, psychological resonance, social recognition, and experiential memory. The positive emotions that consumers experience when using products or services, such as pleasure, comfort, or excitement. The resonance found by consumers in the values, culture, and story conveyed by the brand creates a deep emotional connection with the brand. The social status improvement and recognition gained by consumers through branding is the need to satisfy self-expression and social identity through branding. The beautiful memories accumulated by consumers during their interaction with the brand play an important role in future consumption decisions.

### ***3.2 The relationship between emotional value and brand cognition and emotional connection***

Emotional value has a profound impact on brand cognition and emotional connection. Brand cognition refers to the overall impression and understanding of a brand by consumers, while emotional connection refers to the degree of emotional attachment and affection that consumers have towards the brand. The two complement each other and together shape the brand attitude of consumers. When consumers gain high emotional value from a brand, their perception of the brand becomes more positive and clear. For example, a brand that can bring consumers a happy experience is easily recognized as a representative of youth, vitality, and innovation. Emotional value can deepen the emotional connection between consumers and brands. When a brand can continuously provide a pleasant emotional experience, consumers will develop a deeper emotional dependence on the brand, making them more inclined to be loyal to the brand when facing numerous choices.

### ***3.3 The direct impact of emotional value on brand loyalty***

Consumer emotional value has a direct and significant impact on brand loyalty. Brand loyalty refers to consumers' persistent preference and repeat purchasing behavior towards a brand. Emotional value enhances brand loyalty through various means. Firstly, it can strengthen consumer purchasing intention. When consumers experience high emotional value during the use of products or services, their satisfaction increases, naturally increasing their willingness to repeat purchases. Secondly, reducing the choice of substitutes, emotional value leads consumers to develop emotional dependence on the brand, which reduces the likelihood of consumers turning to competing brands, even if they have an advantage in price or functionality. Thirdly, increasing consumer tolerance, high emotional value enables consumers to exhibit higher tolerance in the face of occasional brand mistakes or shortcomings, thereby maintaining long-term brand loyalty.

### ***3.4 The impact of emotional value on consumer word-of-mouth communication and loyalty behavior***

Emotional value not only directly affects brand loyalty, but also exerts a broader influence through word-of-mouth communication and loyalty behavior. Firstly, actively spread word-of-mouth. When consumers gain high emotional value from a brand, they often take the initiative to share their positive experiences through social media, verbal communication, and other channels. This spontaneous word-of-mouth communication can attract more potential consumers and expand brand influence. Secondly, social recommendation behavior. Emotional value makes consumers willing to recommend brands to those around them, believing that they are sharing what they like. This type of social recommendation not only enhances the credibility of the brand, but can also quickly spread through consumers' personal networks. Thirdly, loyalty behavior performance. When consumers feel high emotional value, they will exhibit more loyal behaviors, such as participating in brand activities, purchasing peripheral products, and even becoming loyal fans of the brand. These loyal behaviors not only manifest as purchasing behavior, but also include actively participating in the brand community, providing feedback, and so on. From this, it can be seen that consumer emotional value plays a crucial role in the relationship between brands and consumers. Understanding and enhancing consumer emotional value can not only enhance brand awareness and emotional connection, but also directly enhance brand loyalty and promote positive word-of-mouth communication and loyalty behavior. Enterprises should attach importance to the management of emotional value, create excellent emotional experiences, build brands that are deeply loved by consumers, and thus stand invincible in competition.

## **4. The impact mechanism of emotional value on brand loyalty**

Emotional value has a profound impact on brand management, especially in enhancing brand loyalty [5]. Emotional value triggers consumer psychological reactions, regulates their perception and attitude towards the brand, and ultimately affects their loyalty behavior. This process can be divided into the following parts for detailed exploration: the consumer psychological process triggered by emotional value, the mediating effect analysis of emotional value on brand cognition and attitude, the moderating effect of emotional value on consumer loyalty behavior, and the correlation research between emotional value and brand relationship quality.

#### ***4.1 Consumer psychological processes triggered by emotional value***

The consumer psychological process triggered by emotional value refers to the emotional reactions that brands stimulate consumers through various means, which in turn affect their cognitive and behavioral decisions. This process can be divided into the following stages:

##### ***4.1.1 Emotional triggering***

Brands trigger emotional responses from consumers through various channels. The use of touching storylines, music, and visual effects in advertising, unique aesthetic elements in product design, and interactive experiences in brand activities can all evoke emotional resonance among consumers. For example, a brand may emotionally connect with consumers by telling a heartwarming story about family reunion to touch their hearts.

##### ***4.1.2 Emotional experience***

The emotional experience that consumers experience when interacting with a brand is crucial. Positive emotional experiences, such as pleasure, excitement, and satisfaction, can strengthen consumers' positive perception of the brand; On the contrary, negative emotional experiences may weaken the brand image. For example, when consumers use a brand's product and feel very satisfied, they will have a positive emotional experience, which will become an important basis for them to choose the brand in the future.

##### ***4.1.3 Emotional processing***

At this stage, consumers will engage in cognitive processing and interpretation of their emotional experiences. This process is usually influenced by individual psychological characteristics, past purchasing experience, and cultural background. Consumers will associate these emotional experiences with brand image, forming an overall understanding and evaluation of the brand. For a brand that often leads to pleasure and satisfaction, consumers will form a positive brand awareness.

##### ***4.1.4 Emotional decision-making***

Consumers make purchasing decisions and behavioral choices based on their emotional experiences and cognition. Emotional value plays a crucial role in this stage: a positive emotional experience greatly increases the likelihood of consumers making repeat purchases and recommending brands. This includes not only actual purchasing behavior, but also behaviors such as word-of-mouth dissemination.

#### ***4.2 Analysis of the mediating effect of emotional value on brand cognition and attitude***

Emotional value influences consumer perception and attitude towards a brand through complex psychological processes, which have a significant mediating effect.

##### ***4.2.1 Brand awareness***

Emotional value can significantly enhance consumers' level of brand awareness. By providing consumers with a positive emotional experience in the process of interacting with the brand, the brand can improve its recognition and memory in the minds of consumers. Research has shown that brands with rich emotions are more likely to be remembered and recognized by consumers. For example, some luxury brands create a strong brand awareness among consumers through high-end shopping experiences and brand stories.

##### ***4.2.2 Brand attitude***

Emotional value also significantly affects consumer attitudes towards brands. A positive emotional experience can not only enhance consumers' favorable impression of the brand, but also enhance their trust and loyalty to the brand. For example, when consumers purchase and use products from a certain brand, they always have a pleasant experience and tend to hold a positive attitude towards the brand.

##### ***4.2.3 Mediation effect***

Empirical research has found that emotional value has a mediating effect on brand cognition and attitude. That is to say, emotional value further influences consumers' brand cognition and attitude by influencing their emotional experience. For example, when a brand successfully stimulates emotional resonance among consumers through its advertising, this emotional resonance enhances consumer awareness of the brand and ultimately translates into a positive brand attitude.

### ***4.3 The moderating effect of emotional value on consumer loyalty behavior***

Emotional value not only directly affects consumer loyalty, but also has a profound impact on consumer loyalty behavior through moderating effects.

#### ***4.3.1 The direct impact of emotional factors on loyalty***

Emotional value directly affects consumer brand loyalty. A positive emotional experience can enhance consumers' dependence on a brand, making them more willing to continue purchasing the brand's products or services. Emotional satisfaction leads consumers to develop emotional dependence on the brand, thereby forming firm brand loyalty. For example, some consumers may continue to purchase new phones from a certain brand due to their strong emotional dependence on that brand.

#### ***4.3.2 The regulation of emotional factors on loyalty behavior***

Emotional factors can also regulate consumer loyalty behavior. Emotional value plays a protective role in the face of brand crisis or the temptation of competing brands. Consumers with high emotional investment may choose to continue supporting the brand even when problems arise due to past emotional accumulation. For example, when a brand experiences short-term service errors, consumers with high emotional investment may choose to forgive and continue to support the brand due to past good experiences.

### ***4.4 Research on the correlation between emotional value and brand relationship quality***

Emotional value is closely related to the quality of brand relationships, and high emotional value usually means higher quality of brand relationships.

#### ***4.4.1 Emotional investment and brand intimacy***

The higher the emotional investment of consumers, the closer their relationship with the brand becomes. This emotional investment can be achieved through brand emotional marketing strategies, such as telling touching brand stories, organizing emotional brand events, etc. High emotional investment can create a deep emotional connection between consumers and the brand, thereby enhancing brand intimacy. For example, some brands have shortened their emotional distance with consumers and enhanced brand intimacy by regularly holding membership events.

#### ***4.4.2 Emotional investment and brand stability***

Consumers with high emotional investment are more inclined to maintain long-term stable brand relationships. Even when the market environment changes, these consumers will maintain loyalty to the brand due to emotional investment. Consumers with high emotional investment have higher brand loyalty and are less susceptible to external factors. For example, some consumers have a deep emotional investment in a specific brand of car, and even if more attractive competitive products appear in the market, they will choose to continue supporting the original brand.

#### ***4.4.3 Factors influencing the quality of brand relationships***

Research has shown that the quality of brand relationships is not only influenced by emotional factors, but also by the comprehensive influence of factors such as the product quality, service quality, and brand image of the brand itself [6]. However, emotional value plays a crucial catalytic role in it. High quality brand relationships typically manifest as high levels of trust, satisfaction, and loyalty from consumers towards the brand, all of which are supported by emotional value.

## **5. Conclusion**

In the era of social media, the dissemination and influence mechanism of emotional value is crucial for the success of brand marketing. This study analyzes the propagation path of consumer emotional value in social media marketing and its impact on consumer behavior. Through research, it is found that emotional value has significant communication advantages on social media platforms. Social media provides brands with an instant interactive and widely disseminated channel, enabling them to quickly reach a large number of target consumers and establish deep brand relationships by eliciting emotional resonance. By creating emotionally charged content, brands can effectively attract and maintain consumer attention, thereby enhancing their communication and influence. Emotional value can be disseminated through content creation, user generated content, and community interaction. The

brand successfully attracts and maintains consumer attention by creating content that evokes emotional resonance, such as touching stories, videos, and humorous jokes. These contents not only increase consumer engagement, but also stimulate their emotional resonance, thereby enhancing the brand's influence. The spontaneous content creation and sharing by consumers further expands the scope of emotional value dissemination. UGC enhances the authenticity and closeness of the brand, and enhances its credibility and loyalty through word-of-mouth effects. Social media communities and fan groups promote the dissemination of emotional value through interaction. These interactions include comments, likes, sharing, and discussions, bringing brands closer to consumers and enhancing emotional connections. Emotional value can enhance consumer awareness and attitude towards a brand, enhance brand loyalty, and drive consumer purchasing decisions. Therefore, brands should regularly monitor the emotional reactions of consumers on social media, understand the dissemination effect of emotional value through data analysis, and adjust marketing strategies in a timely manner. Based on the emotional needs and preferences of consumers, develop personalized emotional marketing strategies to accurately reach the target audience and enhance the dissemination effect of emotional value. By integrating online and offline multi-channel emotional marketing activities, a linkage effect is formed to enhance the depth and breadth of emotional value dissemination.

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