

Mechanisms of Emotion Marketing on Consumer Information Sharing

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Abstract: At present, over 70% of consumer purchasing decisions are driven by emotions rather than rationality. Therefore, it is significant to investigate the impact of emotional marketing on consumers. Secondly, for businesses, emotional marketing can promote word-of-mouth dissemination. Positive emotional experiences encourage consumers to actively recommend products to others, enabling brands to rapidly expand their visibility and influence through this viral approach and attract potential customers. For suppliers, this can lead to stable order demand. Therefore, this study will explore two directions: (1) the direct effects of business marketing behaviors and decisions on young consumers' voluntary sharing of business products, and (2) the mediating effects of customer emotions between business marketing behaviors and decisions and young consumers' voluntary sharing of business products. This literature primarily focuses on two aspects: explicit emotional expressions in marketing information and implicit emotional expressions in marketing information. It aims to encourage domestic researchers to further explore the mechanisms through which emotions influence consumers' sharing of marketing information. However, there is a lack of research on how businesses can utilize emotional marketing to incentivize consumers to make purchases. This paper addresses this gap, compensating for existing research deficiencies and effectively guiding businesses in their practical activities. In summary, this study holds significant theoretical and practical implications.

Keywords: Emotions; Marketing decisions; Marketing messages; Marketing communication.

1. Introduction

1.1. Background of the Study

Marketing information refers to information related to enterprise products, brands or services that can make consumers want to buy [1]. Mainly including consumer-generated marketing information and enterprise-generated marketing information. The key point of emotional marketing lies in building a deep brand connection by triggering strong emotional resonance with the target audience, thereby driving changes in perception, attitudes, and behaviors. For consumers, more than 70% of consumer purchasing behavior is driven by emotion rather than rationality at this stage, so investigate the significance of emotional marketing on consumers. Secondly, for enterprises, it can promote word-of-mouth communication, and a good emotional experience will prompt consumers to take the initiative to recommend to others, and using this word-of-mouth method can quickly expand the brand's popularity and influence and attract potential customers. For suppliers, stable order demand can be obtained. Emotional marketing enhances the emotional bond between enterprises and consumers, making consumers more inclined to choose the brand's products for a long time, thereby bringing stable demand to enterprises and suppliers to obtain stable supply. There is more and more research on emotional marketing topics, such as the sharing of marketing information based on emotional perspectives [1, 2].

This paper mainly introduces the explicit emotional expression in marketing information and the implicit emotional expression in marketing information, which is used to promote the further attention and discussion of the mechanism of emotion in consumer marketing information sharing behavior. However, there is a lack of research on how enterprises use emotional marketing to motivate consumers to

consume, and this paper makes up for the shortcomings of existing research and can effectively guide enterprises to carry out practical activities. In summary, this study has important theoretical and practical significance.

Creating an infectious emotional story around the brand's core values is the core part of emotional value marketing. A good emotional story can not only touch the hearts of consumers, but also profoundly convey the brand's philosophy and value proposition. Businesses need to ensure that each story revolves closely around the brand's core values, while incorporating authentic emotional elements so that consumers can feel the brand's warmth and personality while listening to the story.

All in all, emotional value marketing is not only a marketing method, but also a bridge between brands and consumers. Through careful planning and execution, emotional value marketing can help companies win market recognition, establish a positive brand image, and ultimately achieve business success.

1.2. Synthesis of Research

1.2.1. Customer Emotions

Psychology defines emotion as "an inner feeling of people when their needs are met". It is people's psychological response to external stimuli, and it is the psychological state of love, hate, happiness, disappointment and other psychological states caused by objective things in people's hearts. Customers will have a certain attitude in the process of consumption, and this attitude is always expressed in the form of experience with some special colors to form emotions. Westbrook (1987) studied the relationship between consumers' emotional reactions to products or consumer experiences and post-purchase behavior, in this study, emotions are divided into two dimensions: positive emotions and negative emotions, happiness and interest belong to

positive emotions, while anger, disgust and contempt belong to negative emotions, and surprise is a neutral emotion, which belongs to both positive and negative emotions. Laros and Steenkamo (2005) studied the consumer emotion stimulated by marketing stimuli, products and brands, and they argued that consumer emotion includes two dimensions: positive emotion and negative emotion, while positive emotion consists of satisfaction, happiness, love and pride, and negative emotion consists of anger, fear, sadness and shyness. Most studies support the conclusion that positive customer sentiment is positively correlated with customer satisfaction levels and service quality evaluations. The intimacy between consumers and brands is a response to the degree of positive emotions generated by the brand in the minds of consumers, and brands that can bring happiness and attachment to customers will lead to more purchases and attitudes of customers to be loyal [2].

Internal value means that an experience is perceived by his own purpose, and the potential internal value includes the need for "play and fun", which is defined as "an experience that is enjoyed by oneself and actively pursued for that purpose", and an exploration of "aesthetics". However, external value, customer engagement, may provide consumers with opportunities to seek things like "challenges," where experience is experienced by its ability to enable consumers to perform better [1, 2]. Customer engagement can be very attractive because it allows consumers to learn and master new skills and technologies to bring new challenges.

The concept of emotion originated in psychology and is widely used in the field of consumer behavior. As an individual's adaptive response to stimuli, emotions influence an individual's attention, perception, and memory, and ultimately affect their judgment and decision-making [2]. From the perspective of marketing, the existing research on information, emotion and sharing behavior has the following three limitations: First, scholars mainly discuss sharing behavior from the perspectives of the subject of sharing behavior and the object of sharing behavior, and do not deeply interpret the role and influence mechanism of emotion in information sharing behavior. Second, in most previous studies, scholars generally agree that "information is an emotional stimulus", but ignore the fact that information can also exist as a carrier of emotions [3].

1.2.2. Marketing Decisions

Marketing decision-making refers to the process of selecting and making decisions on major issues such as goals, policies, and strategies related to product market operation and sales activities, while marketing planning is a thinking process of planning, conception and design before making decisions. The prerequisite for the rationality and correctness of choice and decision is that there must be an alternative plan generated through the operation of scientific planning procedures. Without a planning plan, there is no choice, and there is no need to plan [2,3].

1.2.3. Consumer Marketing Information Sharing Behavior

Clarifying the mechanism of consumer marketing information sharing behavior from the perspective of emotion can help to explore and reveal the relationship between the emotion of information content and sharing behavior. On the other hand, because the marketing information is separated from ordinary information for research, more valuable and targeted suggestions and enlightenment will be obtained for enterprises to carry out new media marketing [4]. In view of

this, this paper will reveal the two paths of the role of emotions on marketing information on the basis of systematic combing and analysis of the existing literature, and then explore the differences in the effects of different types of emotions on consumer marketing information sharing behavior based on the emotion classification theory. In order to promote domestic researchers to pay further attention to and discuss the mechanism of emotion in consumer marketing information sharing behavior [5].

1.2.4. Research Hypothesis

For consumers, more than 70% of consumer purchasing behavior is driven by emotion rather than rationality at this stage, so investigate the significance of emotional marketing on consumers. Secondly, for enterprises, it can promote word-of-mouth communication, and using this word-of-mouth method can quickly expand the brand's awareness and influence and attract potential customers. For suppliers, stable order demand can be obtained. This paper mainly focuses on the explicit emotional expression in marketing information and the implicit emotional expression in marketing information, which is used to promote the further attention and discussion of the mechanism of emotion in consumer marketing information sharing behavior by domestic researchers. In summary, this study has important theoretical and practical significance [1, 4].

2. Research Methodology

2.1. Research Theory

The main basis of this study is firstly the study of the direct effect of corporate marketing behaviors and decisions on the independent sharing of corporate products by young customers. The second is the study of the mediating effect of customer sentiment between corporate marketing behaviors and decisions and the independent sharing of corporate products by young customers.

In theoretical terms, the primary framework employed is the theory of emotional contagion. Initially, emotional contagion referred solely to primitive emotional contagion, which later expanded to include conscious emotional contagion, and further evolved to encompass all emotional transmission and regulation at the conscious level. McDougall (1923) first defined emotional contagion as "the direct principle of emotions generated through primitive sympathetic nervous system responses" (McDougall, 1923). Subsequently, numerous definitions of emotional contagion have emerged, all of which can generally be understood as emotional experiences triggered by others' emotions and matching those emotions, representing a process of emotional transmission. However, there is no consensus on whether emotional contagion is an automated process or requires conscious effort, leading to the distinction between "primitive emotional contagion" and "conscious emotional contagion" [6].

There is also the theory of emotional priming. The priming effect refers to the psychological phenomenon whereby previous exposure to a stimulus makes it easier to perceive and process the same stimulus subsequently. Some researchers believe that this is a manifestation of implicit memory. Emotional priming methods generally use emotion-congruent words and emotion-incongruent words as stimuli, employing words to induce corresponding emotional states [2, 6].

Negative bias theory was also employed, which refers to

the phenomenon where negative information receives priority attention and processing over other information. In the negativity bias, attention bias is both an automated process and a controlled process. The amygdala and orbitofrontal cortex play important roles in this process: the amygdala regulates early automated attention bias, while the orbitofrontal cortex controls top-down attention bias. Negative memory bias is not only manifested in negative information being encoded more deeply but also in the recognition threshold for negative information being lowered [7].

Additionally, there is the theory of emotional regulation. Emotional regulation, as an important psychological process, refers to the process by which individuals perceive and control which emotions they experience, when they experience them, and how they experience and express these emotions. This process involves changes in the latency period, onset time, duration, behavioral expression, psychological experience, and physiological responses of emotions, making it a dynamic and complex process. Good emotional regulation abilities help individuals effectively cope with various emotional experiences, maintaining appropriate intensity and nature, thereby helping individuals better adapt to their environment, maintain mental health, improve quality of life, and promote harmonious social interaction and interpersonal relationships. Conversely, emotional regulation deficits often show a positive correlation with psychological disorders such as depressive symptoms and generalized anxiety, not only affecting individuals' daily lives and well-being but also potentially causing long-term negative impacts on their social functioning and career development [8].

There is also the theory of selective attention, which posits that selective attention is one of the characteristics of human attention. Individuals cannot simultaneously attend to all presented stimuli; instead, they selectively focus on one stimulus while ignoring other stimuli presented concurrently. For example, students in a classroom cannot and should not respond to all stimuli affecting their visual and auditory senses; under normal circumstances, they concentrate solely on the teacher's lecture or demonstration. According to cognitive learning theory, the objects targeted by selective attention are influenced by an individual's prior cognitive structure, so the attention process is an active one [9].

Secondly, in terms of literature review, the search was mainly based on three key points: 1. customer emotions (quantitative), 2. marketing decisions, and 3. consumer marketing information sharing behavior.

2.2. Improvements in Methodology

In terms of research methodology adopted, for data collection, quantitative research was adopted using questionnaire survey method. Secondly, in the data analysis method, regression analysis was applied and structural equation modeling was adopted. In terms of the technical route, firstly, the question is posed to investigate how to make young customers voluntarily share the company's products in today's society. Analyzing the problem is carried out through theoretical model construction and hypothesis testing. The problem is solved by proposing how to make the young clientele voluntarily analyze the corporate products. Firstly, questionnaire design and scale design were conducted, secondly, pre-testing of small samples and collection of large samples were conducted, and finally, the data were analyzed.

In terms of innovation, first of all, in terms of research

questions, I think we can choose the young consumer group of 20-25 years old to carry out targeted research to fill the gap in the research field. Secondly, we can explore from a new perspective, analyze how to motivate consumers to share product information independently from the perspective of marketing.

3. Findings

The first is quantitative research, which utilized an online questionnaire. Primary research, also known as field research, refers to first-hand information that is personally obtained by the researcher and usually includes methods such as interviews, surveys, focus group discussions and observations. Its advantage is that the feedback is intuitive and targeted. questionnaires sent on May 7, 2025 at 11:28 were collected 7 hours later, on May 7, 2025 at 18:30, with a total of 48 collected. Respondents included people of all ages, with the majority being between 20 and 25 years old. The questionnaire was generated through a small WeChat process called "Questionnaire Star" and the link was published through WeChat. After a series of screening, summarizing and analyzing, a total of 48 copies were produced. Respondents' understanding of herd consumption is entirely symbolic.

The objectives of this study were divided into four categories, the first whether you buy a product because you want to use the same product as your idol, the second to collect data on whether consumers are consumed by the herd mentality, the third to assess the ways in which young people can control their own consumption, and the fourth to make recommendations for controlling consumption.

First according to the first category whether you buy the product because you want to use the same product as your idol, in the questionnaire asked two questions to investigate, the first what are the main channels through which you usually get consumer information, and the second when you see a lot of people around you to buy a certain product, what do you think? The second category collects data on whether consumers are consumed by the herd mentality, three questions are asked in the questionnaire to investigate, the first one is have you ever had the experience of herd consumption? The second is when you see a lot of people around you to buy a certain product, what will you think? Thirdly, have you ever bought an item you don't really like or need because of the herd mentality? The third method of assessing young people's control over their own consumption is investigated by asking three questions in the questionnaire: first What is your current state? Secondly, in which of the following consumption scenarios are you more likely to produce herd consumption behavior? The third how do you think the herd consumption affects your personal consumption concept? The fourth category of proposals to control consumption, the questionnaire asked three questions to investigate, the first from the crowd consumption on your life what is the impact? The second have you ever bought something you didn't need but "because everyone was buying it"? How did you feel about this purchase? And the third how do you differentiate between "what you really like" and "what you like because it's popular"?

3.1. Collecting Data on Customer Sentiment

In this report, two questions were asked in the questionnaire to investigate according to this objective, firstly what are the main channels through which you usually get consumer information and secondly what do you think when

you see a lot of people around you buying a particular item? According to the first question firstly, the rate is about, 37.5% I feel that everyone is buying it and it doesn't seem to suit me the least number of people, the rate is about 0% everyone has bought it and it's absolutely great I want to buy it also 12.5% the rate is about there I feel that I need it, I feel that I need it, so I bought it the rate is about 29.17% I don't have any particular decision to make I didn't have any decision.

In order to understand whether young consumers will consume because they want to use the same products as their idols, we found a related literature on the influence of internal and external pressure sources on college students' follower consumption behavior, which can understand the influence factors of internal pressure on follower behavior, and is conducive to the correct understanding of the intrinsic motivation of college students' follower consumption behavior. And the article mainly explores the characteristics of college students' consumption, the consumption of crowded behavior and related research, the influence of college students' internal and external stressors on crowded consumption, as well as related experiments for the purpose of exploring crowded consumption.

3.2. Collecting Data on Consumer Marketing Information Sharing Behavior

Three questions were asked in the questionnaire to investigate, the first question have you ever experienced crowd spending? The questionnaire had a total of 48 people, about 85.42% of the rate chose yes and about 14.58% chose no. The second question: What do you think when you see a lot of people around you buying a certain product? There were 48 people in the questionnaire, and although it was a bit tempting, I thought about whether I really needed it first, at a rate of about 37.5%. I feel that everyone is buying something that doesn't seem to suit me, which is about 0%. The percentage of which everyone is buying it, it's definitely good and I want to buy it is around 12.5%. The percentage of me feeling like I need it, so I buy it is about 29.17%. The percentage that I don't have any particular idea and don't let others buying it influence my decision is about 20.83%. The third question Have you ever bought an item you didn't really like or need because of the herd mentality? The questionnaire surveyed a total of 48 people, 66.67% chose yes and 33.33% chose no.

In order to understand whether consumers will consume because of the herd mentality, we found a related literature, the study of non-following and anti-following consumption behavior under the pressure of the herd, from which we can understand that this paper absorbs the research results in the field of social psychology, combines with the relevant theories in consumer behavior, and introduces the new variable of "self-consistency" into the study of consumer behavior, in order to interpret the non-following and anti-following consumption behavior that has been neglected by the majority of scholars at home and abroad. This paper absorbs the research results in the field of social psychology, combines the relevant theories of consumer behavior, and introduces the new variable of "self-consistency" to the study of the submissive consumer behavior, in order to decipher the non-submissive and anti-submissive consumer behaviors that have been neglected by the majority of domestic and foreign scholars. On this basis, the interference mechanism of the interaction between "reference group feedback" and "self-consistency" is further explored.

3.3. Collecting Data on Consumer Marketing Information Sharing Behavior

Three questions were asked in the questionnaire to investigate, the first question what is your current status? The questionnaire has a total of 48 people, about 39.58% are currently students, about 39.58% are newcomers to the workplace, and about 20.83% are in other capacities. The second question Which of the following consumption scenarios are you more likely to have herd consumption behavior? The questionnaire has a total of 48 people, the rate of choosing to buy fashion products such as clothes and accessories is 41.67%, the rate of choosing a place to eat is 64.58%, the rate of choosing to buy electronic products is 43.75%, the rate of choosing to be able to participate in recreational activities is 29.17%, the rate of choosing to buy school supplies or products for self-improvement is 18.75%, the rate of choosing to buy beauty and skin care products is 33.33%, and other products is 14.58%. The third question is: How do you think crowd-sourced consumption affects your personal consumption concept? The questionnaire surveyed a total of 48 people, 33.33% of the people choose Make you pay more attention to brand and fashion, and pursue fashion trends, 62.5% of the people choose Make you more cautious when you spend and consider your actual needs more, 56.25% of the people choose Cause you to spend blindly and increase unnecessary expenses sometimes, 33.33% of the people choose It doesn't have much It doesn't have much of an impact on your perception of consumption, and you will still consume according to your own ideas, and 2.08% chose Miscellaneous.

In order to understand the methods of young people to control their own consumption found a related literature, the literature from both psychological and physiological aspects of the causes of group consumption, as well as group consumption minimization information maximization and psychological conflict motivation. With the gradual generalization and massification of higher education as well as the yearly increase in the admission rate of colleges and universities, the number of college students is increasing, and the consumption situation of college students is receiving more and more attention from the society. Contemporary college students' consumption has become an indispensable part of today's social consumption, and compared with other consumer groups, college students' consumption has unique and individual characteristics, which also has a certain impact on the development of the whole social economy. Therefore, helping contemporary college students to establish scientific and reasonable consumption concepts and realize appropriate and rational consumption has become an important part of student management in higher education.

3.4. Collecting Data for Marketing Data

Three questions were asked in the questionnaire to investigate, the first one How do you think herd consumption affects your personal consumption perception? A total of 48 people were surveyed in the questionnaire, 33.33% of them chose Make you pay more attention to brand and fashion, and pursue fashion trends, and 62.5% chose Make you more cautious when you spend and consider your actual needs more, 56.25% 33.33% of people chose Cause you to spend blindly and increase unnecessary expenses sometimes, and you will still consume according to the actual needs. and you will still consume according to your own ideas, 2.08% chose

Miscellaneous.

The second question: What do you think when you see a lot of people around you buying something? There were 48 people in the questionnaire, which was a bit tempting, but I still thought about whether I really needed it, and the proportion was about 37.5%. There were 48 people in the questionnaire, which was a bit tempting, but I still thought about whether I really needed it, and the proportion was about 37.5%. It feels like everyone is buying, and it doesn't seem to suit me, and the percentage is about 0%. Among them, everyone buys it, which is absolutely good, and the proportion that I also want to buy is about 12.5%. I felt like I needed it, so I bought it about 29.17%. The percentage of me who don't have any special ideas and don't let others buy it to influence my decision is about 20.83%.

In order to make suggestions for controlling consumption a related literature was found, which explored the causes of group consumption from both psychological and physiological aspects, as well as the motives of group consumption minimization information maximization and psychological conflict. With the gradual generalization and massification of higher education as well as the yearly increase in the admission rate of colleges and universities, the number of college students is increasing, and the consumption situation of college students is receiving more and more attention from the society. Contemporary college students' consumption has become an indispensable part of today's social consumption, and compared with other consumer groups, college students' consumption has unique and individual characteristics, which also has a certain impact on the development of the whole social economy. Therefore, to help contemporary college students to establish a scientific and reasonable consumption concept, to achieve appropriate and rational consumption has become an important content of the management of higher education students. 2017 female college students "campus loan" incident caused public outcry and the contemporary college students overconsumption and overconsumption and other irrational behaviors to explore and study. From such events, we deeply realize that contemporary college students, for various reasons, are still in a relatively simple state, susceptible to the bad influence of the outside world and easy to make irrational behavior under the guidance of others' lure or their own inherent thoughts, and in the form of the herd in the form of consumption activities is particularly significant. Exploring the psychological attraction and external catalytic factors of such irrational herd consumption by contemporary college students is conducive to understanding the law of its occurrence and development, and it is also an important foundation for the education of college students on rational consumption.

4. Sum Up

4.1. A Study of The Direct Effect of Corporate Marketing Behavior and Decisions on The Autonomous Sharing of Corporate Products by Young Customers

Marketing decisions can directly trigger the behavior of young customers, and I think it can be done in three ways. The first is to create products and services that are worth sharing. The first point can be through the design of the product appearance, such as the Bubble Mart blind box. The second point is to add playability in product design, such as

the Oreo music box. The third point to provide personalized services, such as QQ show virtual wear.

The second is to include a share-it-or-lose-it campaign in the promotion of the product. The first point in can add challenges to the product, such as Jitterbug gesture dance. The second point is to set up scarcity marketing, such as Supreme sale activities. Lastly, we can utilize the emotional sharing desire to promote, for example, "You love me, I love you" divine song of Honey Snow Ice City.

At the same time I think there are also a few points to avoid, the first is false inducement, such as mandatory sharing of the unlock function. The second point requires excessive opening of cell phone rights, the product needs customers to open the address book and other cell phone rights to touch the user's privacy. The third point of content homogenization, advertising, post excessive templating.

4.2. A Study of The Mediating Effect of Customer Sentiment Between Firms' Marketing Behaviors and Decisions and Young Customers' Autonomous Sharing of Firms' Products

Customer emotions play a key role in mediating the bridge between corporate marketing behavior and the autonomous sharing of the young customer base. The Affective-Cognitive-Behavior Theory proposed by Bagozzi in 1999 is a landmark framework for explaining consumer decision-making. I think marketing can be done through these aspects. The first point of sensory stimulation, such as the vibration of the blind box opening. The second point is value resonance, for example, Dove compares women's self-perception bias with other people's objective evaluation to arouse customers' resonance. The third point of achievement feedback, for example, user-created content will be selected as the brand's annual work.

At the same time I think there are a few things to avoid, the first is to avoid trust overdrafts, for example a beauty brand that fakes a stock of only 3% of what is left in its inventory, but in reality there is a backlog in its warehouses. Second is the collapse of the persona, for example, to create an environmentally friendly series of products, but the actual use of toxic dyes. And finally there is stimulus failure, where a branded product launches a monthly surprise campaign, but the share rate drops.

5. Summarize

5.1. Summary of Research on The Direct Effect of Firms' Marketing Behaviors and Decisions on The Autonomous Sharing of Firms' Products by Young Customers

The direct effect of enterprise marketing decisions on the independent sharing behavior of young customers is multifaceted, which can greatly enhance the exposure and dissemination of the brand, efficiently build trust and goodwill, reduce marketing costs, and also provide enterprises with valuable user insights and content resources. At its core, the company's marketing decisions must be centered on how to create "share-worthy" value and "share-friendly" experiences for young users. At the same time, the marketing that can successfully trigger users to share on their own is the effective marketing that truly integrates into the social ecosystem of young customers and realizes efficient growth.

A single share from a young user may reach hundreds or thousands of their social friends. And if the posted content is compelling enough to trigger secondary, tertiary or even multiple shares, the reach will grow and potentially far exceed the brand's own reach. And once published content (e.g., posts, comments, videos) is generated, it tends to exist and be searched for on the platform for a long period of time, continuing to attract new potential users and creating long-term exposure. And if you see your peers or trusted circles actively sharing and recommending products, a herd mentality is formed. Because young people are more inclined to believe in the real experience of "people like me" rather than the brand's self-aggrandizement. This reduces customer skepticism and enhances credibility. Also, if sharing a product becomes a "trend" in a young person's social circle, the brand itself will be given additional social value. Young people will be motivated to share in order to fit in or to show their taste.

5.2. Summary of Research on The Mediating Effect of Customer Sentiment Between Firms' Marketing Behaviors and Decisions and The Autonomous Sharing of Firms' Products by Young Customers

From the perspective of consumer behavior theory, emotions are the subjective feelings and reactions of individuals to elements of the environment. In marketing scenarios, companies influence customers' emotions through various marketing behaviors. When customers develop positive emotions, they will be more inclined to evaluate products positively, and such emotions may prompt them to actively share product information. For the young customer segment, they are in an environment where they are socially active and information spreads rapidly. Compared with traditional segments, they are more focused on self-expression and social interaction. Emotions play a key role in mediating their sharing decisions. For example, when young consumers see a fun-filled marketing campaign, they will get excited, and this excitement will drive them to share the experience with their friends to gain social recognition or share the joy.

6. Conclusion

This paper discusses how emotional marketing affects

young consumers to voluntarily share corporate product information, focusing on the direct role of marketing behavior and the mediating mechanism of consumer emotions. Based on the theories of emotional infection and emotional initiation, this study uses questionnaire survey to collect data, and finds that emotions play a key role in bridging marketing decisions and consumer sharing behavior. This paper proposes that enterprises should stimulate positive emotions through sensory stimulation and value resonance to avoid trust overdraft and stimulation failure, so as to improve brand communication and user engagement.

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