

# ***Quantitative Research on the Impact Mechanism of Emotional Marketing in Brand Live Streaming on Consumers' Impulsive Purchase Intentions***

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**Abstract.** In the fiercely competitive e-commerce live streaming landscape, brand owners are increasingly shifting their marketing focus from mere product promotion to engaging consumer emotions. This strategic pivot involves crafting emotionally charged atmospheres and facilitating effective emotional interactions within live streaming rooms, with the goal of evoking positive emotions and stimulating impulsive buying behavior. The present study explores the impact mechanism of emotional marketing strategies on consumers' impulsive purchase intentions through questionnaire surveys. The findings reveal that emotional resonance and the quality of emotional interactions are critical factors in driving impulsive purchase intentions. Specifically, emotional resonance significantly amplifies purchase intentions by stimulating positive emotional arousal, while high-quality emotional interactions catalyze purchasing behavior by enhancing brand trust. Based on these insights, practical recommendations are proposed, including enhancing emotional resonance, improving emotional interaction quality, establishing robust trust mechanisms, and refining live streaming content. These measures aim to provide strategic guidance for brands in live marketing and ultimately boost sales performance.

**Keywords:** Emotional Marketing, Impulse Purchase Intentions, Emotional Resonance, Quality Of Emotional Interactions, Brand Live Streaming Room

## **1. Introduction**

Livestreaming e-commerce has become a mainstream sales channel through real-time interaction, yet existing studies concentrate on streamers' traits and their impact on purchase intention [1,4], overlooking the role of emotional marketing within brand-owned live rooms. Emotional marketing evokes consumers' immediate emotions by shaping the atmosphere, potentially triggering impulse purchases [5]; however, its underlying mechanism remains underexplored. Anchored in brand (rather than streamer) contexts, this study excludes streamer charisma and examines how brand emotional tactics—such as storytelling narratives and time-limited offers—influence impulse purchase intention via emotional interaction quality, trust, and positive emotional arousal, thereby bridging the gap between livestreaming commerce and emotional marketing.

## 2. Theoretical analysis and research hypotheses

### 2.1. The theory of emotional marketing

Emotional marketing is a business strategy that leverages brand communication to evoke emotional responses, strengthening consumers' emotional attachment to and identification with the brand. Recent marketing scholarship underscores the pivotal role of emotion in purchase decisions [6]. Emotional Contagion Theory posits that emotions are contagious; when transmitted and resonated in brand communication, they shape consumers' cognition and behavior, accelerating purchase decisions. This provides the theoretical foundation for the present study: by designing precise emotional touchpoints, brands can deliver emotions to consumers, forge deep emotional bonds, and enhance brand awareness and influence.

This research examines how emotional marketing influences consumers' impulse-buying intentions through two key independent variables—emotional resonance and emotional interaction quality. Emotional resonance denotes the deep value- and emotion-based connection between brand and consumer, whereas emotional interaction quality captures the caliber of emotional exchange and experience during live-stream interactions. Together, these dimensions constitute the core mechanism of emotional marketing in brand live-streaming rooms.

### 2.2. Emotional resonance and impulsive buying intention

#### 2.2.1. The theory of emotional resonance

Emotional resonance (ER) is the deep alignment between brand messages and consumers' core values and emotional needs. Thomson et al. show that strong emotional attachment (EA) to a brand powerfully shapes consumer attitudes and behavior [7,8]. When a brand accurately perceives and responds to these emotional appeals, consumers feel truly understood and valued, experiencing a “the brand gets me” moment; this emotional bond makes impulse purchases driven by emotion more likely.

Building on these insights, we propose:

H1a: Emotional resonance (ER) positively influences the intention for impulsive buying (IFIB).

#### 2.2.2. The mediating role of positive emotional arousal

Positive emotional experiences markedly elevate pleasure and arousal, thereby boosting impulse-buying intention. In brand live-streaming rooms, firms can evoke happiness, excitement, and relaxation through entertaining content, motivational language, and visually appealing stimuli.

When the emotions conveyed by the brand align with consumers' values, deep emotional resonance occurs, further intensifying positive affect and strengthening emotional attachment. Consequently, consumers are more likely to make rapid purchase decisions instead of lengthy rational deliberations [1,4,9].

Based on the above theories, the following hypotheses are proposed:

H1b: Emotional resonance (ER) positively influences the arousal of positive emotions (AOPE).

H1c: The arousal of positive emotions (AOPE) positively influences the intention for impulsive buying (IFIB).

## 2.3. Interaction quality and consumers' impulsive purchase intention

### 2.3.1. The theory of emotional interaction

Emotional interaction quality (EIQ) is a key indicator of how effectively brands and consumers exchange emotions and interact. Hennig-Thurau et al. show that high-quality emotional interaction can markedly heighten consumers' emotional engagement and overall brand perception [10]. In brand live-streaming rooms, positive interactions—such as emotional contagion, hosts' quick recognition of consumer feelings, and prompt problem resolution—make consumers feel seen and valued, reinforcing brand identification and belonging and increasing their impulse-buying intention.

Drawing on these theoretical insights, the following hypotheses are formulated:

H2a: Emotional interaction quality (EIQ) positively affects the intention for impulsive buying (IFIB).

### 2.3.2. The mediating role of trust

Trust is the cornerstone of enduring and stable consumer-brand relationships. Morgan and Hunt's commitment–trust theory posits that consumer trust markedly elevates loyalty and purchase intention [11]. High-quality emotional exchanges during interactions can effectively strengthen this trust [9,10], and once established, trust further fuels impulse purchases in live-streaming rooms, as consumers are more inclined to make swift decisions in a trusted environment.

Based on the above theories, the following hypothesis is proposed:

H2b: Emotional interaction quality (EIQ) positively influences trust (T).

H2c: Trust (T) positively influences the intention for impulsive buying (IFIB).

In Figure 1, the finished model is seen.

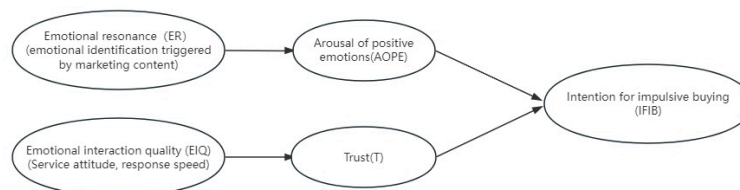


Figure 1. The impact model of emotional marketing on impulsive buying intention

## 3. Method

### 3.1. Questionnaire design

The empirical analysis data were derived from a survey questionnaire titled "Research on the Impact Mechanism of Emotional Marketing in Brand Live Broadcast Rooms on Consumers' Impulsive Buying Intention," which was distributed to consumers who had experience watching live broadcasts. The survey utilized a five-point Likert scale to assess the independent variables (emotional resonance and emotional interaction quality), the mediating variables (arousal of positive emotions and trust), and the dependent variable (impulsive buying intention). The options where the numbers 1 to 5 align with "strongly disagree" through to "strongly agree" respectively. The measurement items of the questionnaire are shown in Table 1.

This study operationalizes five core constructs, each measured by 3–5 items whose wording and order follow established scales. Emotional resonance (ER1–ER3) adapts the scale of Thomson et al. [7] and captures the alignment between brand emotions/values and personal experiences, enthusiasm for marketing content, and the brand’s warm, human-like presence. Emotional interaction quality (EIQ1–EIQ4) draws on Hennig-Thurau et al. [10] and assesses the contagious atmosphere of the live room, the host’s ability to recognize and respond to viewers’ feelings, the sense of being valued during interactions, and overall comfort in participating. Arousal of positive emotions (AOPE1–AOPE5) combines Sun Kai et al. [1] and Watson et al. [12] to gauge the happiness, excitement, hope, relaxation, and pleasantly surprised satisfaction evoked by the livestream. Trust (T1–T4) employs Wang et al.’s scale to evaluate perceived brand honesty [13], promise fulfillment, quality assurance, and long-term support-worthiness. Impulse buying intention (IFIB1–IFIB3) follows Gong et al. [4] and records viewers’ purchases made without careful deliberation, driven by momentary emotion, or beyond their planned shopping list within the live room.

### 3.2. Data collection

The survey questionnaire was distributed online and lasted for 10 days, during which a total of 224 surveys were gathered. Following the removal of 38 invalid surveys that had a completion time of less than 30 seconds, indicated a frequency of "never" for watching brand live broadcasts, or did not select "very unimportant" for question 19, 186 valid questionnaires were obtained, yielding a response rate of 83.04%.

## 4. Result

### 4.1. Descriptive statistical analysis

A total of 186 valid responses were collected. Females accounted for 64.5 %, males for 35.5 %, indicating that women constitute the core audience of brand live-streaming rooms. Age-wise, the 18–25 and 41–50 cohorts were the largest, at 36.6 % and 31.7 % respectively, while the 26–30 segment was merely 2.7 %, revealing stronger appeal to younger and middle-aged consumers. Regarding viewing frequency, 47.3 % watched “occasionally” and 26.3 % watched “daily,” showing heterogeneous engagement yet a sizable high-frequency group.

### 4.2. Reliability analysis

All five key scales achieved Cronbach’s  $\alpha$  values above 0.9 (range 0.929–0.975), comfortably exceeding conventional thresholds. These results demonstrate excellent internal consistency and confirm the reliability of the measures for subsequent empirical testing.

### 4.3. Validity analysis

KMO values exceeded 0.9 for every variable, and Bartlett’s test of sphericity was significant ( $p < 0.001$ ), indicating that the data are highly suitable for factor analysis. Following principal component extraction and varimax rotation, all factor loadings surpassed 0.6, providing strong evidence of sound construct validity.

#### 4.4. Regression analysis

Using regression, this study examines how emotional marketing in brand live streams drives impulse purchases via two pathways and their mediating roles.

Path 1 focuses on how emotional resonance (ER) affects impulsive purchase intention (IFIB) through the mediating variable of positive emotional arousal (AOPE).

Path 2 analyzes how emotional interaction quality (EIQ) affects impulsive purchase intention through the mediating variable of trust (T).

The results of the regression analysis indicate that emotional resonance (ER) exerts a substantial and positive influence on the arousal of positive emotions (AOPE), with a beta coefficient ( $\beta$ ) of 0.838 and a significance level ( $p$ ) less than 0.001. The model's explanatory power is 70.2%, as reflected by an  $R^2$  value of 0.702, indicating that emotional resonance can effectively arouse consumers' positive emotions. Further analysis found that emotional resonance (ER) also had a significant positive impact on impulsive purchase intention (IFIB) ( $\beta=0.730$ ,  $p<0.001$ ), with a model explanatory power of 53.3% ( $R^2=0.533$ ), indicating that emotional resonance is also an important factor in promoting impulsive purchases. When examining the combined influence of emotional resonance and positive emotional arousal on impulsive purchase intention, it was found that the direct effect of emotional resonance was attenuated ( $\beta = 0.154$ ,  $p < 0.05$ ). However, the mediating role of positive emotional arousal was substantial and statistically significant ( $\beta = 0.687$ ,  $p < 0.001$ ), thus confirming a partial mediation effect. This suggests that emotional resonance primarily exerts an indirect impact on impulsive purchase intention via the elicitation of positive emotions (see Table 4).

Analogously, based on the findings from Path 1, Path 2 can be corroborated: Emotional interaction quality (EIQ) exerts a significant positive influence on trust (T) ( $\beta = 0.843$ ,  $p < 0.001$ ), with the model accounting for 71.1% of the variance ( $R^2 = 0.711$ ). This indicates that high-quality emotional interaction can effectively enhance consumers' trust in the brand. Additionally, EIQ also has a significant positive impact on impulsive purchase intention ( $\beta = 0.762$ ,  $p < 0.001$ ), with a model explanatory power of 58.1% ( $R^2 = 0.581$ ). When considering the combined effects of emotional interaction quality and trust on impulsive purchase intention, the mediating effect of trust is pronounced ( $\beta = 0.622$ ,  $p < 0.001$ ), while the direct effect of emotional interaction quality is relatively diminished ( $\beta = 0.238$ ,  $p < 0.01$ ), thereby confirming a partial mediating effect. This implies that emotional interaction quality primarily fosters impulsive purchases by augmenting trust (see Table 4).

Table 1. Regression coefficient analysis

		Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
1	(Constant)	2.347	0.741		3.167	0.002
	Emotional Resonance (ER)	0.862	0.041	0.838	20.825	0.000
2	(Constant)	4.892	0.914		5.355	0.000
	Emotional Resonance (ER)	0.740	0.051	0.730	14.497	0.000
3	(Constant)	3.303	0.786		4.201	0.000
	Positive Emotional Arousal (AOPE)	0.677	0.076	0.687	8.888	0.000
	Emotional Resonance (ER)	0.156	0.078	0.154	1.994	0.048

## 5. Conclusion

This study examines how emotional marketing influences consumers' impulse buying intentions in live streaming, identifying emotional resonance and interaction quality as key drivers. Emotional resonance enhances impulse purchases by evoking positive emotions, while high-quality interactions foster trust, further stimulating buying behavior. Brands should tailor emotionally engaging content—such as storytelling, user testimonials, and interactive games—to deepen consumer connections.

Optimizing the live-stream atmosphere with Q&A sessions, giveaways, and real-time engagement can boost participation. Streamers should refine emotional perception skills to respond effectively to audience cues. Transparency in product details (e.g., showcasing manufacturing processes) and reliable after-sales service also strengthen trust. Additionally, brands should continuously refine strategies based on consumer feedback and data analytics.

Future research could explore long-term effects on brand loyalty, segment-specific responses, and the integration of AI/VR technologies. This study provides actionable insights for brands to enhance emotional marketing in live streaming.

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