

# A Study of The Effect of Emotional marketing on Consumers' Impulsive Purchase Intentions

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## **Abstract:**

The study focuses on emotional marketing, exploring the mechanism of its influence on consumers' impulsive purchase intentions. Emotional marketing, as a marketing tool centred on consumers' emotional needs, has developed rapidly under the development of digital technology and social media. Through the S-O-R model (Stimulus-Organism-Response) and empirical analyses, combined with the cognitive bias of social individuals, we discuss how to strengthen consumers' willingness to buy in the consumption structure by evoking their emotional resonance in emotional marketing. The study shows that emotional marketing significantly enhances users' willingness to make impulsive purchases and improves their probability of occurrence by strengthening consumers' individual emotional experience and enhancing their sense of emotional acquisition and satisfaction. The study provides theoretical basis and practical suggestions for enterprises to develop more effective marketing strategies.

**Keywords:** emotional marketing, consumers, impulsive purchase intentions, marketing strategies

## **1. Introduction**

### **1.1 Research Background**

With the development of data algorithms and the upgrading of consumption, individual consumers' needs have shifted from the functional demand for material goods to the pursuit of emotional value. According to the *China Consumption Trend Research Report 2024*, 64 per cent of consumers cite emotional-spiritual consumption as the main reason for decision-making,

with groups showing a youthful profile.

### **1.2 Study Objective**

This study aims to deeply analyse the influence path of emotional marketing on consumers' impulsive purchase intention. Under the above background, one starts from the characteristics of impulsive consumption to explore the influencing factors affecting the existence of consumer individuals; the second is to explore the objective laws of individual consumer

characteristics (such as age, gender, consumption habits, etc.) in the relationship between emotional marketing and impulsive purchase intention, so as to grasp the psychology of the consumer; the third is to provide the user's psychology reference for enterprise marketing based on the study conclusions and to help the enterprise enhance their marketing effect, promoting the product sales.

## 2. Literature review

### 2.1 Theories Related to Emotional Marketing

The concept of emotional marketing was first proposed by relevant marketing scholars. The core lies in utilization of consumers' emotional responses to promote marketing activities. The marketing methods are diversified, including creating a specific emotional atmosphere through advertisements, packaging, shop environments and so on, thereby creating a generalized impact in individual consumers' minds for the sake of sales. For instance, Coca-Cola's advertisements often use a high emotional tone as a way of influencing the user's psychology, so that its brand image will deeply root in people's hearts. In terms of theoretical basis, emotional psychology provides an important support for emotional marketing, which believes that emotions can influence individuals' cognition and behaviour. In a consumption scenario, consumers' emotional ups and downs will affect their perception of the product and purchase decision.

### 2.2 Research on Consumers' Willingness to Make Impulsive Purchases

Consumer impulsive purchases willingness refers to the consumer without careful consideration, only in external atmosphere's rendering of corresponding desire to buy. Previous studies have shown that impulsive purchase is accomplished under a combination of conditions, such as product characteristics (appearance, price, scarcity, etc.), the shopping environment (shop decoration, background music, promotional activities, etc.), and the consumer's own factors (emotions, personality, self-control, etc.). For example, promotional tactics such as limited-time discounts and limited supply tend to stimulate consumers' impulsive purchase intentions. However, existing

researches are still insufficient in the relationship between emotional marketing and consumers' impulsive purchase intention, and there is a lack of in-depth empirical research to clarify the intrinsic connection between the two.

### 2.3 Moderating Effect of Individual Consumer Characteristics

Age moderating effect: the stratified analysis of age shows that the variable of age plays a certain moderating role in the relationship between emotional marketing and impulsive purchase intention, specifically, young consumers are more likely to be stimulated by the stimulus response brought about by the atmosphere, while older consumers are relatively more affected by the fear of emotional arousal.

Gender moderating effect: using gender as a moderating variable to analysis, the results of indicate that the moderating effect of gender in the relationship between emotional marketing and impulsive purchase intention is not significant.

## 3. Emotional Marketing: Live Marketing Interactivity

### 3.1 The concept of live marketing interactivity

This method aims to let enterprises or individuals use the live broadcast platform to the consumer group the product features, causing the consumer's interest in the goods. in the meantime, giving timely feedback to the audience through the use of live broadcast platform's timely interaction, so as to achieve the purpose of product promotion and increase of sales volume. At the same time, it also enhances the consumer group's goodwill towards the product brand in the process and increases user stickiness. Viewers can interact with the anchor in real time through pop-ups, comments, likes and so on to achieve two-way dimensional communication. This feedback mechanism consisting of data media increases the channels for consumer users to understand the needs of product.

### 3.2 The effect of Live Marketing Interactivity on Impulsive Purchase Intentions

Live broadcast marketing uses the construction of product scarcity effect and sense of urgency to create. For in-

stance, live broadcast often use ‘limited time sales’ ‘limited edition’ and other words to stimulate consumers’ willingness to buy. Research shows that when a product is labelled ‘last 10 pieces left’, consumers’ willingness to buy increases by more than 35%. In addition, the anchoring effect caused by the difference between the price in the live broadcast platform and in the flagship shop will also make consumers more likely to buy the product. For example, the anchor will inspire the ‘pick up’ psychology among consumers’ perception by displaying the original price and live ‘value concessions’ conspicuously. A research by Nantong University confirms that consumers will produce impulsive buying desire under the price perception stimulus.

The herd mentality generated by the live broadcast is also a factor that affects the psychological mechanism of consumers. The real-time pop-ups, likes and comments in the live broadcast reinforce the group behavioural cues of consumers. When consumers see tips such as ‘sold out’ and ‘restocking’, they are susceptible to the ‘herd effect’, resulting in irrational following. A survey conducted by the Guangdong Consumer Council showed that over 50% of consumers impulsively bought non-essential products because of the atmosphere in the live broadcast room.

### 3.3 Recommendations for Live Streaming Marketing

The impulsive consumption generated by live marketing according to the survey has possible high return rate and low product rating. Therefore, the enterprise in the live marketing should also take into account the detection system of the quality of goods, improving the overall product quality. While improving the sales volume, they should improve the possibility of user’s return rate, forming a virtuous cycle. In the meantime, feedback mechanism for consumer groups could also be established to increase product risk control.

#### 4. Discussion and analysis

### 4.1 Discussion of Emotional Arousal Impact on Impulsive Purchase Intentions

The study found that pleasurable and euphoric emotional arousal can significantly enhance consumers’ impulsive purchase intention, which is consistent with the findings

of some previous studies. Pleasure arousal gives consumers a positive emotional experience during the shopping process, which makes them more willing to purchase; excitement arousal stimulates consumers’ energy and enthusiasm, which prompts them to make purchase decisions quickly. Whereas, fearful emotion arousal negatively affects impulsive purchase intention, this is probably because consumers will be more cautious about their purchasing behaviour when facing fearful situations to avoid losses due to impulsiveness.

### 4.2 Discussion of the Moderating Role of Individual Consumer Characteristics

Age plays a moderating role in the relationship between emotional marketing and impulsive purchase intention, which is in line with the relevant theories of consumer behaviour. Younger consumers, with less life experience, are more susceptible to emotions and have a stronger sense of pleasure and excitement. Therefore, they have a higher willingness to buy impulsively when faced with this type of emotional marketing. Older consumers, on the other hand, are more rational and sensitive to fearful emotions, and may make impulsive purchases due to the fear of missing out on offers or product shortages. Gender does not show a significant moderating effect in this study, probably because in today’s consumer market, consumers’ purchasing behaviours are becoming more and more diversified, with the effect of gender differences on the relationship between emotional marketing and impulsive buying intention gradually weakening.

#### 5. Conclusions and recommendations

### 5.1 Conclusions of the study

This study empirically analyses and clarifies the effects of different emotional arousal styles on consumers’ impulsive purchase intentions in emotional marketing. Pleasure and excitement arousal can promote consumers’ impulsive purchase intention, while fear arousal can inhibit impulsive purchase intention. Meanwhile, consumer age played a moderating role in the relationship between emotional marketing and impulse purchase intention, while gender did not play a significant role.

## 5.2 Recommendations for Practice

### 5.2.1 Marketing strategies for different emotional evocations

**Pleasant mood marketing:** Companies can use packaging and advertising, specifically adding rousing soundtracks and bright soundtracks to create a pleasurable consumer atmosphere. For example, cosmetic brands can launch advertisements featuring seasonal themes, conveying the message that using the product brings a pleasant mood and a specific sense of seasonal ambience, in order to stimulate the user's sense of individual experience in a specific atmosphere.

**Excitement marketing:** Using promotional tools such as limited-time discounts and limited rush purchases, combined with dynamic promotional texts and images to create a tense and stimulating shopping atmosphere, arousing consumers' excitement. For example, during 'Double 11' and other shopping festivals, e-commerce platforms stimulate consumers' enthusiasm for purchasing through countdowns and real-time sales rankings, prompting them to make impulse purchases.

**Cautious use of fear-based marketing:** When using fear-based emotional arousal, companies need to grasp the degree to avoid over-inducing anxiety and resentment among consumers. For example, health products can convey disease risk information in moderation, but at the same time, they should provide effective solutions to guide consumers to make rational purchases.

### 5.2.2 Precision marketing based on consumer age

**Targeting young consumers:** Enterprises should focus on using creative and interesting content to evoke pleasure and excitement in young consumers through channels such as social media and short video platforms. For example, trendy apparel can be co-branded with popular games and anime and launch limited edition products to attract young consumers' attention and purchase.

**Targeting older consumers:** In the marketing process, in addition to the rational use of fear-based emotional arousal, it is also possible to emphasise the quality, practicality and reliability of the product, and to promote impulse purchases by older consumers by combining rational appeals

with appropriate emotional elements. For example, home furnishings companies can demonstrate the durability and comfort of their products in conjunction with holiday promotions to attract older consumers to buy.

## 5.3 Research deficiencies and prospects

This study has some limitations. On the one hand, only three emotions, namely pleasure, excitement and fear were selected to be explored in the study. Future researches can further expand the emotional dimensions like sadness and anger to comprehensively and deeply study the impact of emotional marketing on consumers' impulsive purchase intention. On the other hand, the data collection in this study mainly focuses on specific regions and consumption scenarios. Subsequent studies can expand the sample scope to cover different regions and different consumption areas to improve the generalisability of the findings.

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