

# ***The Role of Emotional Value of Goods in Guiding Consumer Behaviour: A Case Study Based on Pop Mart***

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**Abstract:** This thesis examines the role of emotional value in consumer shopping behaviour, with a particular focus on the influence of emotional value on brand loyalty and purchase decisions. The theoretical background of emotional consumption is assessed through a combination of literature review and case study, and the relationship between the emotional value of goods and consumer brand loyalty is scientifically verified using statistical means such as multiple linear regression. The study found that consumers' emotional responses have a significant orienting effect on their purchasing behaviour. Furthermore, it was demonstrated that brands can effectively enhance consumer loyalty by building emotional connections. Finally, the study provides recommendations for optimising emotional marketing strategies. These recommendations emphasise the need for brands to pursue advanced emotional consumption and to continuously innovate and optimise their products to meet consumers' increasingly diverse emotional needs. Despite the limitations of the study, it provides useful insights for future in-depth exploration of how emotional values influence consumer behaviour in different cultural contexts and the application of emotion recognition techniques.

**Keywords:** Emotional value, Consumer shopping behaviour, Brand loyalty, Emotional marketing, Pop Mart

## **1. Introduction**

As the market economy develops and consumer behaviour diversifies, the understanding of consumers' buying motives has become a central consideration in the formulation of business marketing strategies. Among the various types of consumer behaviour, emotional consumption plays a significant role in impulse buying scenarios and has a notable impact on business strategy and marketing.

This study aims to analyse the impact of emotional value on consumer decision-making, with a particular focus on the rapidly developing consumer market environment in contemporary China. In addition, the study will explore the behavioural mechanisms that shape consumers' brand loyalty and purchasing, with the aim of comprehensively revealing the application of emotional value in modern business practice and providing concrete and practical suggestions on how to optimise emotional marketing strategies.

The article employs a dual approach of textual analysis and case study to construct the theoretical foundation of the study. This is achieved by evaluating the existing literature and verifying the theory through the actual case study of Pop Mart. Additionally, statistical methods such as multivariate linear

regression are employed to explain the correlation between the emotional value of commodities and consumers' brand loyalty.

This paper commences with a review of the theoretical background of emotional consumption and related research. It then proceeds to discuss the marketing practice of emotional value of commodities through the case study of Pop mart. Finally, it presents a summary of the research findings and suggests future research directions, which are of far-reaching significance for the development of marketing and optimisation of the matching of supply and demand.

## 2. Literature Review

### 2.1. Overview of Theories Related to Emotional Consumption

Emotional consumption is defined in the Dictionary of Psychology as the decision-making behaviour of consumers who make purchases of specific goods based on transient emotional response [1]. The relationship between emotion and consumption has been a topic of interest to global academics since its inception. In 1970, Baudrillard proposed the link between the two in his book *The Consumer Society*, which inspired subsequent scholars to conduct in-depth research. With economic progress and changes in production methods, emotional consumption became a natural trend in the consumer society, where consumption not only began to dominate production, but also began to satisfy people's mental and emotional needs. Therefore, the study of emotional consumption covers the three levels of consumer emotions, psychology and behaviour. For businessmen, an understanding and manipulation of consumer emotions has become a crucial aspect of their production and marketing strategies.

#### 2.1.1. Consumer Emotions

In the field of psychology, emotions are roughly classified into two types: basic emotions and compound emotions. The former are common, innate forms of human emotions that develop naturally along with human evolution; the latter are more complex emotions synthesised from several basic emotions through interaction. Different scholarly opinions differ on which emotions are basic emotions and further categorise these emotions according to their specific functions. The theory of C. Plutchik posits that there are eight base emotions. The author then proceeds to analyse and integrate these emotions based on their intensity, opposites and similarities. Another scholar, Izard, through his development of the DES scale (Figure 1), identified ten base emotions, including disgust, anger, guilt, fear, contempt, shame, sadness, surprise, pleasure, and interest. He also categorised these emotions into three main categories according to their emotional dispositions: positive, neutral, and negative. Furthermore, Izard explored the triggers of negative emotions, categorising them as types triggered by external environmental factors, internal states of the individual, and specific situations.

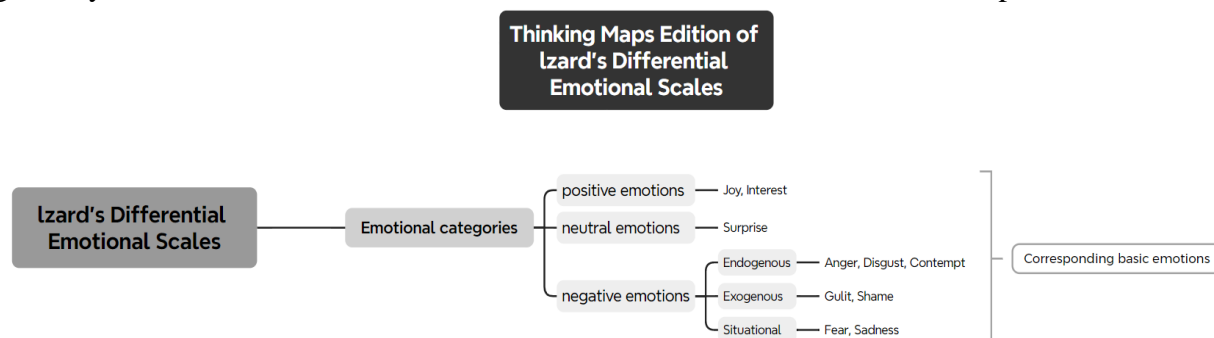


Figure 1: Izard's Differential Emotions Mind Map, self-produced by the author

### **2.1.2. Consumer Psychology**

The purchasing behaviour of consumers is influenced by a number of cognitive, emotional and volitional processes, which are driven by both external and internal factors. External factors include cultural background, social environment and external stimuli, such as product characteristics, marketing strategies and social environment. Internal factors are related to the psychological state of individual consumers, including purchase motivation, cognition, and differences in age, gender, economic conditions, educational background and personality. These factors affect the emotional and physiological needs of consumers. Furthermore, the consumption psychological motives of consumers are influenced by their individual differences, the manner in which they receive information, and the choice of goods they make. These differences result in a variety of consumption psychological motives, which can be broadly categorised as follows: truth-seeking, novelty-seeking, difference-seeking, beauty-seeking, name-seeking, and crowd-seeking [2].

### **2.2. Pop Mart Brand Introduction**

Pop Mart is the "mainstay" of the blind box economy. It was founded in 2010 with the goal of becoming the world's leading trend culture and entertainment company. It is a comprehensive IP operation and service group that integrates retailing of trendy products, artist agency, new media entertainment platform and large-scale exhibitions. It also sells self-developed products as well as products of famous domestic and international trendy brands.

Pop Mart has developed a comprehensive business model encompassing the entire life cycle of its brand and products. This includes a blind box of toys, an IP creation, production, sales and consumer cultivation industry chain, and the operation of content throughout the entire life cycle of its brand and products. The birth of dolls is content, deepening the connection with consumers through content, and continuously shaping the value of the IP by virtue of the accumulation of content.

### **2.3. Overview of Brand Loyalty**

Brand loyalty can be defined as the emotional connection and loyalty of consumers to a specific brand, which is usually manifested in their continued purchase of the brand, positive word-of-mouth communication and positive evaluation of the brand. Brand loyalty is a multidimensional concept that encompasses not only consumer behaviour but also emotional and cognitive dimensions.

The measurement of brand loyalty involves several aspects, including behavioural, affective and cognitive dimensions. The behavioural dimensions of brand loyalty measurement typically include purchase frequency, purchase volume and repeat purchase rate. These reflect whether consumers consistently choose to purchase a particular brand's products or services over a period of time. The affective dimension involves consumers' emotional connection to a brand and can be measured through questionnaires and qualitative research. This enables an understanding to be gained of whether consumers have emotional attachment, trust and satisfaction with a brand. The cognitive dimension pertains to consumers' level of knowledge about the brand and their perception of the brand. It encompasses whether consumers understand the brand's core value proposition, characteristics, and differences from other brands.

### **2.4. Behavioural Economics: An Explanation of Blind Box Consumer Behaviour Decision Making**

Behavioural economics posits that human behaviour is constrained by limited rationality. Consequently, the behavioural decision-making process tends to exhibit a pursuit of a "satisfactory solution" rather than an "optimal solution". The prospect theory proposed by behavioural economists

Tversky and Kahneman elucidates the manner in which individuals' subjective preferences and external choice conditions jointly influence expectations of decision-making, which in turn determines the final decision outcome [3]. This theory is of particular significance in comprehending the psychological and behavioural decisions of consumers in the blind box economy. During the purchasing process of a blind box, unknown incentives exert a profound influence on consumers' motivation to purchase, expectations and risk orientation, resulting in relative changes in these factors.

#### 2.4.1. Sufficient Desire to Buy

The concept of 'mental accounts', as introduced by Professor of Behavioural Science Thaler, depicts the process by which individuals mark, organise and judge financial activities at a mental level [4]. It is therefore suggested that the mechanism of such mental accounts operates automatically outside of human consciousness, suggesting that decisions formed through this mechanism may not always conform to the expectations of economic agents in classical economic theory. Concurrently, Thaler posits that individuals themselves incorporate money into distinct sub-accounts according to its sources and expenditures. Each sub-account is characterised by distinct budgeting and spending principles, which cannot be transferred at random. Consequently, mental accounts represent a built-in mechanism for individuals to categorise and make decisions about different consumption activities according to their own mental cognitive system.

In the case of the blind box economy, the consumption of blind boxes is vaguely classified in the psychological account of consumers, and few people have made a separate psychological account for it before its emergence. The basic feature of the psychological account, non-substitutability, can lead to some irrational behavioural decisions. When consumers are faced with blind boxes, the lack of clear budget planning leads to their desire to consume unrestricted by their mental accounts, thus promoting a series of irrational consumption behaviours [5].

#### 2.4.2. Changes in Consumers' Purchase Expectations

In the context of a series of blind boxes launched by merchants and the concept of "hidden version" as a surprise element, consumers' purchase intention towards blind boxes is primarily divided into three categories: random selection, collecting the whole set, and looking for hidden models. For those consumers who wish to collect the whole set or seek the hidden version, their purchase behaviour implies a decision to take a certain amount of risk.

The concept of "loss aversion" in behavioural economics examines the psychological state of individuals when confronted with risky decisions, elucidating the psychological mechanism underlying the relationship between risky and certain choices in the decision-making process. This theory provides a theoretical framework for analysing the expectations and risk preferences of blind box consumers.

Loss aversion describes the phenomenon whereby individuals experience a more pronounced negative impact from the potential loss of a certain amount of wealth than they do from the potential gain of an equal amount of wealth in the future. This phenomenon also applies to blind box consumers, and in order to understand their risk averse attitudes, we can refer to a value function plot (Figure 2) for an explanation. The value function diagram was developed by Kahneman and Tversky in 1979 to challenge traditional expected utility theory and to explain the risk averse behaviour of the blind box consumer. In essence, the negative affect of failing to achieve a purchase goal outweighs the positive affect of achieving it.

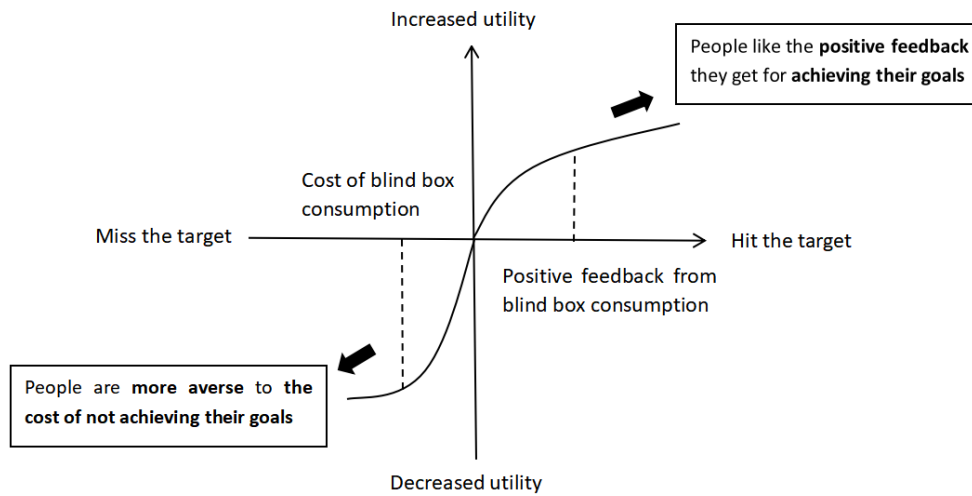


Figure 2: The risk-utility function of blind box consumers, self-produced by the author

First, consumers are vulnerable to the birdcage effect. The birdcage effect refers to the phenomenon that when people are given an item, they tend to continue to acquire related items rather than give them up. For consumers who shop randomly, if they get a satisfactory product for the first time, they may continue to buy more related blind boxes due to this effect, often developing a desire to collect the whole set due to emotional drive.

Second, the flip-flop effect based on loss aversion. The flip-flop effect refers to the fact that people are more willing to take risks in the face of losses. Consumers who have high expectations for blind boxes will have strong dissatisfaction and pain when they have invested a certain amount of money but still cannot meet their expectations. At this time, they are more willing to continue to invest in the collection of blind boxes in an attempt to achieve their goals, and to experience the anticipation or joy of several times in a random manner rather than stopping the consumption of blind boxes to produce the negative emotion of "giving up the previous work". The negative emotion of "giving up" is not a result of stopping consumption. For consumers who pursue "hidden items" but fail to obtain them through multiple purchases, under the premise of having large sunk costs, many consumers tend to shift their purchase expectations from "draw one" to "collect them all" due to the fear of loss and a strong aversion to loss. Many consumers tend to change their purchase expectations from "draw one" to "collect them all" due to fear of loss and a strong aversion to loss.

### 2.4.3. Consumer Purchase Motivation

The Fogg Behaviour Model (FBM), proposed by B.J. Fogg, is an important tool for analysing and predicting human behaviour. The model emphasises that for a person to adopt a particular behaviour, three core factors need to be satisfied simultaneously: motivation, ability, and trigger mechanism. In essence, behaviour occurs when an individual is motivated to perform a specific action, is able to perform it, and is stimulated to do so by an external or internal trigger. Since its inception, the Fogg Behavioural Model has been widely used in the field of product and service design. The application of this model to interpret the consumer behaviour patterns behind the current popularity of blind box culture provides a new perspective and means of analysis.

Motivation provides sufficient reasons for human beings to engage in a specific behaviour. It is also divided into three categories: feeling, expectation and sense of belonging. According to the FBM motivation theory, the consumer motivation for buying blind boxes is mainly divided into three aspects: personal preference demand, speculative demand, and social seeking recognition demand (Figure 3).

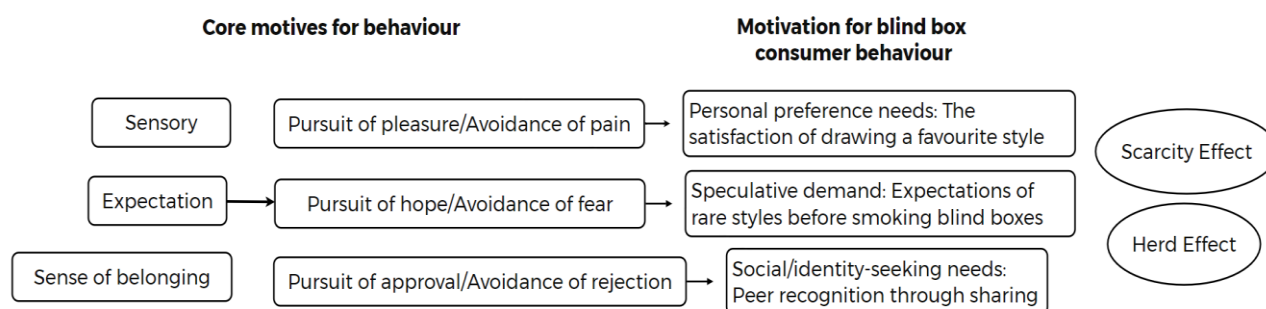


Figure 3: Mechanisms of Consumer Behavioural Motivation Formation for Blind Boxes, self-produced by the author

(1) The Scarcity Effect and Speculative Demand: Shah et al. proposed the scarcity theory, which posits that the scarcity of a resource causes people to focus on that resource, resulting in a subjective "borrowing" of the resource without weighing the cost-benefit trade-offs [6]. Mani et al. further observed that the sense of scarcity of a material resource causes people to develop a "scarcity mentality" [7]. The scarcity mindset exerts a profound influence on people's perception, attention, and decision-making. In the context of the blind box economy, the scarcity effect has a significant impact on consumer behaviour. By launching rare "hidden models," blind box manufacturers add an extra "emotional value" to their products, which leads consumers to have stronger expectations and preferences for rare "hidden models." By reducing the availability of hidden models, the imbalance between supply and demand is exacerbated, which not only results in a high premium for hidden models on the second-hand market but also encourages speculative behaviour, which is the primary motivation for many individuals to participate in the blind box market. This phenomenon highlights the tension between scarcity of supply and strong demand, further promoting the prosperity of the blind box economy.

(2) Herd Effect and Demand Recognition: The term 'herd effect' refers to the tendency of individuals to make decisions based on the behaviours of others when they lack access to information or self-judgment. This phenomenon is manifested in the tendency to imitate or follow the masses. In the context of blind box markets, the opacity of product information makes it challenging for consumers to ascertain the specific products within the blind box, creating information asymmetry. The hidden nature of information, coupled with the novelty of blind boxes, can easily stimulate consumer desire. When blind boxes become popular within a certain group, people tend to follow the masses and show herd buying behaviour, driven by the need for community identity and a sense of belonging. Young consumers, in particular, are more susceptible to the influence of their surroundings and often "follow the crowd", hoping to gain peer recognition by owning the same product, which may result in blind and possibly irrational consumer choices.

### 3. The Relationship Between the Emotional Value of Commodities and Purchasing Decisions: "Self-pleasing" Consumption

In a society of material abundance, the structure of consumption is increasingly focused on the satisfaction of the spiritual level. The consumption of appealing consumer goods can provide individuals with a greater sense of self-identity, satisfaction, and fulfilment. This form of consumption reflects the extension of the individual's spirit into the material boundaries and is known as self-pleasing consumption [8]. Self-pleasing consumption encompasses two forms of expression: immediate self-pleasing consumption and developmental self-pleasing consumption. The two forms of self-pleasing consumption differ in terms of timeframe and mechanism. Immediate self-pleasing



consumption refers to the purchase of fast consumer goods, which are aimed at the satisfaction of short-term desires and spiritual needs. This type of consumption is often not the result of rational planning and is often influenced by habits. In contrast, developmental self-pleasing consumption refers to the purchase of durable consumer goods, which are intended to facilitate individual self-realisation and comprehensive development.

The concept of blind boxes, which are currently a highly sought-after commodity, is imbued with significant emotional value. Blind box consumption represents a prominent example of immediate self-consumption, a phenomenon that cannot be explained by the concept of the "rational economic man" as espoused by classical economics. This process has been observed to progress through three distinct stages [9].

The initial stage is the emotional fulfilment experienced by the consumer. The sense of uncertainty and mystery generated by the blind box itself evokes emotional responses: the psychological experience of apprehension and excitement, surprise and regret become an object of consumption. Furthermore, the visually appealing appearance of the blind box can convey a certain healing value and cultural aesthetics, providing a sense of relaxation to individuals under the pressure of social competition.

The second stage of the "pleasure" is triggered by the contagious characteristics of the blind box. The bridging of the digital divide, the popularity of mobile Internet and the popularity of short video platforms have given rise to the "grassroots economy". Many Internet celebrities and blind box enthusiasts share their experience of unboxing on short-video platforms, exercising what Max Weber called the charisma of the individual. Furthermore, blind box consumers experience emotional arousal when viewing others' unboxing videos, which reinforces the emotional impact of the experience. This phenomenon is known as emotional contagion.

The third stage of the "pleasure" cycle is driven by subcultural interest groups. On the one hand, the blind box is perceived as a complete set of a system, with new series being launched on a regular basis. This creates a desire among consumers to collect the entire series. The construction of the consumption scene forms the consumption field, shapes consumers' consumption habits, and influences their consumption structure and preference. On the other hand, blind boxes also have social attributes. Individuals who are isolated from one another form virtual communities online and face-to-face interaction groups offline due to their shared cultural and aesthetic preferences and the necessity to exchange and trade blind boxes. Consequently, the blind box serves as a form of social currency, enabling individuals to obtain a sense of identity, belonging, and security in interpersonal interactions. This, in turn, alleviates feelings of loneliness and simultaneously fulfils their desire to collect and achieve. This represents the third stage of emotional experience.

The trend of consumption indicates that the sale of emotions has replaced the sale of commodities, with emotional consumption now exceeding material consumption. Contemporary consumers demonstrate a greater interest in spiritual satisfaction than in the use value of commodities. Blind box consumption represents a novel phenomenon in the field of youth consumption, with material consumption occurring beneath the surface of emotional consumption, entertainment consumption and irrational consumption. This form of consumption can be considered a life experience, offering a more positive meaning to existing individuals.

#### **4. A Study on the Correlation Between the Emotional Value of Goods and Consumer Brand Loyalty**

##### **4.1. Data Source and Sample Selection**

A quantitative approach was employed in the research process, during which data were collected by Wang focusing on consumers' subjective ratings of satisfaction and loyalty towards a specific brand,

as well as their purchasing behaviour [9]. The questionnaire encompassed a range of elements, including the emotional value of the goods, the marketing and service experience, quality perception, price satisfaction and after-sales service evaluation. Based on the screening of valid data, in-depth statistical analysis and quantitative research was conducted.

The sample selection was comprehensive and multi-dimensional, including consumers of different ages, genders, geographic locations, cultural backgrounds, consumption behaviours and purchasing experiences. This diversity enables the analysis of differences in brand loyalty and consumer satisfaction among different groups, thereby facilitating a better understanding of the universality and applicability of these concepts.

## 4.2. Measurement of Variables

In this study, the following measurements will be used to assess brand loyalty:

**Purchase frequency:** This indicator will be measured based on how often consumers purchase a particular brand and can be categorised as high, medium or low to reflect different levels of brand loyalty. This is a key brand loyalty metric, as consumers who are willing to recommend a brand are usually more likely to be brand loyal customers. The data will be expressed as a percentage of consumers willing to recommend a brand.

**Brand Loyalty Tools:** We will use standard brand loyalty tools such as the Net Promoter Score (NPS) and Brand Loyalty Index to quantitatively assess consumer brand loyalty. These tools convert brand loyalty into specific scores based on consumers' recommendation behaviour and loyalty performance, thereby providing actionable data for quantitative analysis.

## 4.3. Data Analysis Methods

This study will employ multiple regression analyses to investigate the influence of various factors on brand loyalty and to ascertain which factors have a significant impact on consumer satisfaction. In the regression analysis, we will consider multiple independent variables, including emotional value of goods, product or service quality, price, and shopping experience, to determine their relationship with the dependent variable. Regression analysis can also assist in identifying mediating and moderating effects, thereby elucidating the reasons and mechanisms by which these factors influence brand loyalty [10].

## 4.4. Research Results

Table 1: Factors Affecting Brand Loyalty, self-produced by the author.

Factors	Magnitude of influencing factors ( $\beta$ )	Significance (p-value)
Emotional value of goods	0.48	< 0.01
Product or service quality	0.30	< 0.01
Price	-0.15	< 0.05
Shopping experience	0.24	< 0.01

The results of multiple regression analyses indicate that the emotional value of goods has a significant positive effect on consumer brand loyalty ( $\beta=0.48$ ,  $p<0.01$ ). This suggests that the emotional value derived from commodities can satisfy consumers' needs from the spiritual level, leading to higher brand loyalty. In contrast, the price factor exhibited a slight negative effect on brand loyalty ( $\beta = -0.15$ ,  $p < 0.05$ ), indicating that an increase in price may result in a reduction in brand loyalty. Conversely, the shopping experience demonstrated a significant positive effect on brand loyalty ( $\beta = 0.24$ ,  $p < 0.01$ ), suggesting that the provision of an excellent shopping experience may enhance brand



loyalty. It is also noteworthy that the psychological feelings associated with the shopping experience contribute to the emotional value that goods provide to consumers (Table 1).

## **5. Case Study: Pop Mart's Emotional Marketing Value Practice**

### **5.1. Product Strategy and Positioning Analysis**

As market trends and user consumption habits change, Pop Mart has developed a series of layouts from design to marketing to retail channels and methods. With the gradual expansion of the brand's influence, its market channels and brand effects have become apparent, gathering more and more designers with original capabilities and accumulating core IP reserves.

By analysing consumers and potential customers in the market, the following demand causes can be roughly summarised:

- (1) Consumption experience value increases, gradually forming an addiction mechanism.
- (2) The strong individuality of the young generation, and the rise of circle socialisation.
- (3) Adults' emotional support and companionship gradually endowed with collection value.

Changes in the supply and demand structure of contemporary art, catalysing market demand.

### **5.2. Marketing Analysis**

#### **5.2.1. Create "Scarcity" and "Mystery" to Generate Purchasing Power**

The shopping experience of the blind box differs from that of the traditional purchase of goods. Pop mart has stimulated the psychological demand of young people who are driven by curiosity through the mode of "fixed models + hidden models". The scarcity thus created will engender a sense of urgency to make a more decisive and faster purchase and will continue to stimulate consumers' interest in pursuing the purchase, thus achieving the marketing effect of continuous orders.

#### **5.2.2. Create Social Attributes to Achieve Marketing Fission**

Pop mart has developed an independent social platform for trendy toys in China, Baqun, which is an online community focusing on creating trendy toys. The objective is to provide trendy toy players with trendy toy information and shopping services. By cultivating its social attributes, Pop mart has amassed a considerable number of enthusiasts for trendy toys, thereby establishing a robust and resilient target user community. Furthermore, Pop mart has proactively engaged with private social platforms. The process of opening the blind box and the subsequent satisfaction derived from the obtained styles continue to stimulate consumers' desire to share the blind box, thereby socialising the product experience. This, in turn, facilitates the product's own traffic and spread, thus enabling the brand's cash flow and the company's profit to grow exponentially.

#### **5.2.3. Creating Brand Temperature and Selling "Sentiment"**

Pop Mart's IP image is characterised by a "cute character", which the brand utilises to imbue its products with a healing effect. This resonates with young people who have strong emotional needs but are lonely at heart. Consequently, Pop Mart has successfully established itself as an important carrier of hip IP, creating commercial value for the brand. Furthermore, Pop Mart is aware that human nature is inclined to form an emotional attachment to certain objects or experiences. Consequently, it employs its extensive customer base and market analysis capabilities to identify the most effective means of appealing to consumers. In essence, merchandising is about identifying the target audience whose characteristics align with those of the product in question. Pop Mart's approach is to focus on

the psychological feelings of consumers, with the objective of increasing the brand's influence and reliance and consolidating its presence in the lives of young people.

## **6. Suggestions for Brand Development Based on Emotional Value**

### **6.1. Create "Intimacy" in Emotions**

Historically, the majority of emotional marketing can be summarised as "insight into society → drive / sell → you and me". However, with the development of the times and the rising threshold of impressing consumers, the emotional track should create the logic of "deeper life → stand together → we". The question thus arises as to which entity is closer to the consumer's "psychological distance" and therefore possesses a more competitive advantage. In the context of marketing strategy, it is imperative to implement the concept of "closer to the consumer". This "closeness" is not merely a physical distance, but also a distance of the mind, and it is through interaction that the formation of the connection is facilitated.

The Internet and the fast pace of modern life have accelerated the process of atomisation among the general population, with the result that people are increasingly isolated from their surroundings. However, as social animals, people are inherently driven to seek out emotional connections. If a brand's underlying value orientation can be aligned with that of consumers, it can provide a stable emotional core, enter the "same circle", create a way for them to relieve their emotions, and become a link to the emotional decision-making point of consumers.

### **6.2. Fully Consider the Definition of Emotional Value**

The extent to which emotional value is realised depends on whether or not the brand has accurate insight and positioning of the customer group. People are different, emotions are different, and regardless of how brands use emotional value, the premise is still to determine what value they can bring to which people. Similarly, the gap in awareness and willingness to pay for emotions and moods can be wide, which requires companies to give more consideration to product pricing. It is possible that attempting to exceed the positive willingness of a consumer to pay may prove to be counterproductive.

### **6.3. Consider the Brand's Own Ability to Follow Up**

Regardless of the success of emotional marketing, the accumulation and precipitation of the brand itself remains the foundation for sustainable development. Many brands aspire to ride the emotional express, yet instead "overturn the car." This is because the emotional points created through marketing means are not linked to the product or service itself. Emotional consumption can be divided into primary and advanced. The concept of elementary belongs to the impulse to purchase the product and other emotions.

However, consumers have gradually discovered that the emotional benefits are less than the cost, often resulting in regret after the purchase, a low satisfaction rate for the goods, and a difficulty in forming brand loyalty to the goods. Furthermore, this approach has not yielded the desired results in terms of marketing. The concept of senior emotional consumption is designed to provide consumers with a sense of satisfaction. In contrast, advanced emotional consumption aims to provide consumers with a sense of satisfaction and alignment, which can be considered the true acquisition of emotional value. Loyalty and post-purchase satisfaction rates are higher, and the brand is able to establish a connection with consumers through the use of emotional marketing techniques. It is clear that in the post-epidemic era, brands must pursue advanced emotional consumption in order to maintain their relevance.

Every emotional marketing campaign is time-sensitive, and the emotional value it offers will inevitably become invalid if it is not refreshed. This can result in a significant loss of consumers. The continuation of emotional value is contingent upon the intrinsic product power. Only superior products can engender the emotional value of traffic into a "stay" amount.

## 7. Conclusion

This study analyses the impact of emotional marketing on consumer behaviour, demonstrating how emotions drive purchasing decisions and how brands can leverage emotional connections to foster deeper relationships with consumers. It examines the theoretical foundations of emotional consumption and presents case studies to illustrate how emotional value becomes a central pillar of brand strategy. Additionally, it explores the limitations of emotional value in marketing practice and suggests future directions for its application. The study emphasises the necessity for brands to pursue emotional value in their marketing strategies, as a means of consistently satisfying consumers' emotional needs. In order to maintain competitiveness in the market, it is essential for brands to continuously innovate and optimise their products, deepening emotional value to meet the diverse emotional needs of consumers. While the article presents insightful arguments and conclusions, it is important to acknowledge the limitations of the study. For example, the sample may have been biased towards a specific consumer group, and the findings may not be fully representative of all consumer types.

Future research should explore the impact of emotional value in different cultural contexts on consumer behaviour, and examine the potential of emerging technologies such as artificial intelligence in emotional recognition and prediction, to provide more accurate data support for emotional marketing strategies.

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