

Hungry House Enhances Brand Appeal Through Emotional Resonance and Cognitive Optimization

Zhimin Wang^a

School of Drama, Film, Television and Media, Dalian Art College, Dalian, Liaoning Province, China

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Abstract: Economic development has driven consumption upgrading, and users' demand for takeout is no longer limited to the basic function of satiety, but pays more attention to the quality of meals and consumption experience. The theme of the study is how Hungry Mou enhances brand appeal through emotional resonance and cognitive optimization. The combination of the process tracing method and the less-case comparison method is used to provide a more precise analytical framework for the study, thus enhancing the persuasive and explanatory power of the findings. The research on emotion and cognition of single brands has achieved certain results, but the mechanism of cross-border cooperation as a key path to enhance brand attractiveness has not been fully explored. Future research should deeply analyze the specific strategies of inter-brand resource integration, value co-creation and consumer experience optimization, and explore their practical role in brand value enhancement. The study concludes that emotional resonance and cognitive optimization significantly strengthen brand appeal by aligning user expectations with high-quality experiences, while cross-border cooperation emerges as a promising yet underexplored strategy for further brand value enhancement.

1 INTRODUCTION

With the development of the economy, the user's demand for takeout is no longer just to be full, but to pay more attention to the quality of the meal and the consumption experience; HungryMall has keenly captured this consumer trend, and through the creation of the 'quality of life' brand image, the positioning of the platform from a single takeout service to the lifestyle provider, and at the same time, launched a series of 'warm takeout' marketing activities, the use of holiday themed packaging, personalized customized service. The marketing campaign also launched the 'Warm Heart Takeaway' series of marketing activities, using holiday-themed packaging, personalized customized services, warm story marketing and other strategies to reach users' emotional demands in greater depth on the basis of satisfying their taste buds, establishing an emotional bond between the brand and users, and realizing the leap from functional consumption to emotional consumption. As pointed out by Yao Huili and Sun Qingting (2024) in their study, story marketing can significantly enhance consumers' purchase intention

through emotional resonance and creative content. Hungry's warm story marketing strategy is based on this theory, and enhances users' brand loyalty through emotional connection. The proliferation of information in the Internet environment leads to user distraction, HungryMall has effectively reduced the cognitive burden of users on the platform by redesigning the interface layout, simplifying the ordering process, and using big data algorithms to make personalized recommendations, which makes the whole ordering process more smooth and natural, thus significantly improving the user's operational experience and satisfaction. This strategy matches the findings of Dessart (2018), who concluded that by optimizing the user experience and reducing the cognitive burden, brands are able to significantly increase user satisfaction and engagement.

Emotional resonance, as a psychological bond between brands and consumers, can stimulate consumers' intrinsic emotional needs and make them deeply connected in the brand experience; the formation of brand identity not only relies on the functional characteristics of the product, but also stems from consumers' recognition and

^a <https://orcid.org/0009-0002-3980-4367>

internalization of the brand's culture and values, and this sense of identity will motivate consumers to generate sustained purchasing behaviors; and cognitive optimization, by simplifying the information processing process, will Reduce the decision-making cost of consumers, so that the brand stands out among the many choices and becomes the first choice of consumers. Combining the principles of psychology with brand marketing not only deepens the understanding of consumer behavior, but also provides more operational practical guidance for brand management and promotes the theoretical development of brand attractiveness research.

The problem of this study is to analyze how Hungry House uses emotional resonance strategy in brand communication Enhancing consumers' brand identity and cognitive optimization plays in shaping Hungry House's brand attractiveness a role Based on the principles of psychology, the study analyzes how Hungry House's future marketing strategy can be further optimized to enhance its brand attractiveness. The combination of the process tracing method and the less-case comparison method can deeply analyze the characteristics of the case, reveal the complex causal relationship between the variables, and provide a more precise analytical framework for the study, thus enhancing the persuasive and explanatory power of the research conclusions. The process tracking method analyzes HungryMall's brand communication strategy in depth, and through the dual path of emotional resonance and cognitive optimization, combined with the careful design, precise implementation and real-time feedback of marketing activities, a comprehensive brand communication system is constructed, which effectively enhances the brand influence and user stickiness. Hungry Mall has successfully built a deep connection between the brand and consumers through its precise emotional marketing strategy and user perception optimization mechanism, and its unique operation mode and user insight ability have provided replicable practical experience for other brands, especially in enhancing user stickiness and brand loyalty, which has shown remarkable results. Emotional resonance establishes a deep connection between the brand and personal experience by awakening consumers' emotional memories, while cognitive optimization applies information processing theory to transform complex brand information into an easy-to-understand cognitive framework, and the synergy between the two makes brand communication break through superficial cognition to form a long-lasting and positive brand association in consumers' minds.

2 INTRODUCING HUNGRY CHINESE NEW YEAR AS AN EXAMPL

During the Spring Festival of 2023, HungryMall launched the "No Closing Time in Spring Festival" marketing campaign, which focused on emotional resonance and significantly enhanced the brand's attractiveness by optimizing user perceptions. HungryMall enhanced user stickiness and brand competitiveness through emotional advertisement design, exclusive holiday offer strategy, and 24/7 service commitment. As Liu Shuo (2024) pointed out in his study of emotional marketing strategies based on the 4I theory, emotional marketing can significantly enhance the attractiveness and influence of a brand by triggering and cultivating consumers' emotions, and HungryMall's Chinese New Year marketing campaign was successful in bringing the brand closer to its users through the strategy of emotional resonance.

2.1 Emotional Empathy Strategy

Hungry Mou platform launched a series of short videos to truly record the delivery scenes of takeaway riders shuttling through the streets and alleys in sub-zero temperatures during the Spring Festival, with the camera capturing their frozen red hands, frosty eyelashes, and hurried footsteps. The clip of a rider wrestling in the snow and wind and still insisting on delivering the last order triggered a strong reaction, and users left warm words such as "hard work" and "thank Wang for your efforts" in the comment section, and some users also sent extra tips through the platform's reward function. These short videos spread rapidly on social platforms such as Jittery Voice and Weibo, and the related topic "Spring Festival takeaway riders" has a cumulative reading volume of more than 1 billion times, with more than 5 million likes, making it one of the warmest social topics during the Spring Festival. This strategy is in line with the "interaction principle" mentioned by Liu Shuo (2024). Through deep interaction and emotional resonance, HungryMall successfully combines users' emotions with the brand and enhances users' emotional identity. Hungry Mou platform launched the "warm heart red packet" function, allowing users to send thank you red packets to riders through the application, this innovative initiative not only enhances the interaction between users and riders, but also significantly improves the job satisfaction of riders, data show that more than 5 million users

actively participate in the cumulative total amount of red packets sent exceeded 20 million yuan, reflecting users' appreciation of the riders. The data shows that more than 5 million users actively participated in the red packets, and the total amount of red packets sent exceeded 20 million yuan, which reflects the users' recognition and support of the riders' hard work. This initiative echoes the "principle of interest" in the 4I theory, Liu Shuo (2024) points out that enterprises should always put consumers at the center of emotional marketing to meet the interests of consumers, HungryMall, through the "warm heart red packet" function, not only enhances the emotional loyalty of users, but also increases their satisfaction with the work of riders. HungryMall, through the "warm heart red packet" function, not only enhances the emotional loyalty of users, but also further strengthens the brand's sense of social responsibility and credibility.

2.2 Cognitive Optimization Strategies

During the Spring Festival, Hungry Mou's platform significantly improved user experience and brand favorability through cognitive optimization strategies. HungryMall made targeted optimization of the user interface, especially highlighting the "Spring Festival does not close" merchants, and added the "one-click order" function in a prominent position on the home page. This improvement significantly simplifies the decision-making process for users, helping them to order quickly and save valuable time during the holiday rush. As mentioned by Yang Chaozai (2022) in the advantages of brand storytelling communication, brand storytelling communication can reduce the cost of memory and deepen the impression of the brand. HungryMall has successfully reduced the cost of memory and improved the impression of the brand in the mind of the users through the optimization of the interface and the simplification of the functions.

In addition, HungryMall's platform achieved normal delivery service in more than 90% of cities nationwide. By optimizing the rider dispatching system, establishing an emergency response mechanism, and strengthening collaboration with merchants, it ensured that users could still enjoy an efficient delivery experience during the holiday season, highlighting its core competitiveness in the field of instant delivery. This efficient delivery service not only meets the immediate needs of users, but finally, the HungryMall platform achieved a 20% increase in daily orders during the campaign, a 10% increase in user retention, and a significant increase

in brand favorability, as evidenced by an increase in the proportion of positive feedback in user evaluations, and a continued upward trend in the rate of repurchase by new users. This result reaffirms that Yang Chaozai's (2022) brand storytelling communication can enhance brand awareness and loyalty. Through a series of optimization measures during the Chinese New Year, HungryMall not only enhances the economic benefits of the brand, but also takes into account the social benefits, enriches the emotional experience of users, and achieves the dual purpose of brand communication.

To sum up, HungryMall's successful operation strategy during the Spring Festival not only reflects the brand's core competitiveness in the field of instant delivery, but also significantly enhances users' goodwill and loyalty to the brand through emotional resonance and brand storytelling communication.

3 HUNGRY HOUSE CASE STUDY

3.1 Psychological Mechanisms of Emotional Empathy Strategies

Hungry Mou skillfully uses warm narrative techniques to combine the daily stories of delivery boys with the user's life scenes in depth, and with the help of real and touching delivery experiences to arouse the emotional resonance of users, the brand image is transformed from a simple delivery platform to a warm life partner. Lin Jing (2022) mentioned "Study on the Emotional Marketing Strategy of VLOG Advertising in the Social Media Era", "Emotional resonance is the key to the success of storytelling communication, Hungry Mou successfully touches the emotions of users through the strategy of emotional resonance, and strengthens the emotional connection between the brand and users. This emotional bond effectively enhances users' emotional dependence and loyalty to the platform, making the brand stand out in the highly competitive takeaway market. In addition, the "warm heart red packet" function launched by HungryMall not only provides riders with an additional source of income, but also builds an emotional bridge between users and riders. Users express their gratitude by sending red packets, and riders feel recognized and respected. This two-way interaction not only enhances the user's consumption experience, but also satisfies the user's need for a sense of belonging. Lin Jing (2022) mentioned that emotional marketing can satisfy the psychological needs of consumers and produce emotional resonance, and HungryMall has

further strengthened the emotional connection between the brand and the users through this emotional interaction, creating a warmer consumption environment for the platform.

3.2 Psychological Mechanisms of Cognitive Optimization Strategies

HungryMall reconstructed the user interface by reducing the menu hierarchy, highlighting the core functions, optimizing the visual guidance, etc., and combined with the analysis of users' historical data and preferences, it designed the "one-click order" function, which effectively shortened the user's decision-making time and reduced the anxiety of choice. Li Xue and Yuan Limin's (2021) study reveals how emotional marketing can accurately grasp the emotional demands of consumers, so that consumers can deeply identify with the brand values, which often go beyond the product function itself, forming a more lasting brand loyalty. The implementation of emotional marketing strategy is an important way and method to form the concept of brand identity hunger through this based on "optimization strategy the theory of choice overload", not only to improve the operational efficiency, but also to enhance the user stickiness and platform activity. By simplifying the user decision-making process, this strategy reduces the cognitive burden on users, which in turn improves the user experience and enhances the user's sense of dependence on the platform. In addition, HungryMall's service coverage during the Spring Festival was as high as 95%, covering more than 2,000 cities across the country, with a 30% year-on-year increase in the number of orders. This data not only demonstrates its strong delivery network, but also establishes a deep sense of trust in users' hearts through the "anchoring effect" in psychology. Li Xue and Yuan Limin (2021) suggest that emotional marketing is based on consumer psychology and personality preferences to create an emotional environment, and enhance consumers' understanding of the brand's spirit in a subtle way. Hungry Mansion has successfully established brand credibility and reliance in the minds of users through the presentation of specific data. Consumers are able to make quick decisions based on these specific data when faced with many choices, which strengthens Hungry Mou's core advantage in market competition.

3.3 Psychological Mechanisms and Data for Emotional Empathy Strategies

The HungryMall platform utilizes delicate and warm narrative techniques to skillfully integrate the daily work stories of takeaway delivery workers with users' life scenarios, and successfully triggers users' emotional resonance through the depiction of real and touching details, such as the persistence in delivering food late at night and the perseverance in inclement weather. Chen Guanjie (2021) mentioned that through public welfare marketing and experiential marketing, HungryMall successfully delivered positive energy and enhanced users' emotional experience. This brand communication strategy based on psychological empathy mechanism not only strengthens users' emotional attachment to the brand, but also enhances users' stickiness and loyalty in a subtle way, and establishes a solid emotional connection for the brand.

In addition, the "Warm Heart Red Packet" function has attracted the participation of more than 5 million users since its launch, with the cumulative total amount of red packets issued exceeding 20 million yuan, a significant increase in the user retention rate of 10%, and a 15% year-on-year increase in the platform activity, which fully demonstrates its practical effect in enhancing user stickiness and promoting platform interaction. Chen Guanjie (2021) mentions that HungryMall encourages users to share and interact with each other through social marketing and H5 marketing, which enhances user activity and loyalty. This instant feedback mechanism allows users to feel the influence of their own behavior and satisfies their need for a sense of belonging in the platform, while the improvement of service quality after riders receive additional incentives further optimizes the user experience, forming a virtuous cycle. Through the long-term operation of this function, the platform has gradually deepened the users' emotional recognition of the brand, transforming the simple transaction relationship into a more viscous emotional connection.

3.4 Psychological Mechanisms and Data for Cognitive Optimization Strategies

The time for users to place an order was significantly shortened to 1 minute, and the usage rate of the one-click ordering function reached 60%, an improvement that not only enhanced operational efficiency, but

also steadily increased the overall user satisfaction score from 4.2 to 4.6, further optimizing the user experience. By introducing the 'one-click ordering' function, the HungryMall platform significantly reduces the number of steps users have to take during the ordering process, and this design not only reduces the cognitive load on users, but also simplifies the decision-making process, thus effectively increasing user satisfaction and purchase intention, and further optimizing the overall user experience. Scholar Sun Gebing (2010) pointed out in his research that through the application of symbolic marketing models and communication psychology principles, brands can more effectively attract consumers' attention and satisfy their multiple needs. During the Spring Festival, service coverage exceeded 90%, delivery satisfaction reached 95%, daily order volume increased by 20% year-on-year, and user repurchase rate increased by 12%, showing the extensive coverage and efficient delivery capability of the service network during the holiday peak period, as well as the users' high degree of acceptance and continued trust in the service. HungryMall's service coverage rate during the Chinese New Year was as high as 95%, a figure that not only demonstrates its efficient layout in the urban delivery network, but also successfully strengthens users' recognition and loyalty to the brand through 'anchoring effect' strategies, such as pushing accurate holiday offers and personalized recommendations, giving it a significant advantage.

3.5 Empirical Analysis

Hungry Mou platform clever use of user stories, the details of delivery workers rain or shine delivery vividly presented, through the display of the delivery process of real scenes and warm moments, so that consumers feel the hard work of the delivery workers, this emotional resonance not only draws the distance between the brand and the user, but also in the subtle establishment of a deep level of brand identity, so that consumers have a sense of trust in the platform and a sense of cordiality, and effectively enhance the brand image. The brand image has been effectively enhanced. As pointed out by Mou Mengsha and Qiao Lijuan (2019) in their study of the emotional marketing strategy of NetEase Yunmusic, the core of emotional marketing is to enhance the connection between the brand and the consumer through emotional resonance and user experience, and HungryMall successfully triggered the emotional resonance of the users by displaying the real stories of the delivery workers, further enhancing the

emotional value of the brand. HungryMall's "Just-in-Time" service frees users from the cumbersome decision-making process and reduces the burden of information processing through accurate delivery time prediction and instant feedback mechanism. Its intuitive interface design and intelligent algorithm optimization not only enhance the user experience, but also strengthen the brand recognition, which enables consumers to establish trust and reliance on the platform in a subtle way. Its intuitive interface design and intelligent algorithm optimization not only enhance the user experience, but also strengthen brand recognition, enabling consumers to build trust and reliance on the platform in a subtle way. NetEase Cloud Music enhances the user's emotional experience through accurate song recommendations, while HungryMall optimizes the user's operational experience through intelligent delivery services, both of which enhance the user's emotional loyalty and brand identity through technical means.

3.6 Empirical Results

In the case of HungryMall, emotional resonance triggers users' emotional identification with the brand through accurate user profiling and scenario-based marketing strategies, such as the takeout rider care program and holiday exclusive activities, which strengthens the emotional connection between the brand and the users; cognitive optimization is reflected in the simplicity of the platform's interface design and the precision of the intelligent recommendation algorithm, which reduces the decision-making cost of users' choices and enhances the efficiency of placing an order, as pointed out by Wang Shuai (2024) in the study of online marketing strategies for A restaurant company. As pointed out by Wang Shuai (2024) in his study on the online marketing strategy of A catering company, emotional marketing and user experience optimization are the keys to enhancing brand attractiveness, and HungryMall has successfully enhanced users' loyalty and satisfaction to the brand through the dual strategies of emotional resonance and cognitive optimization. As a representative brand in the takeaway industry, the analysis of HungryMall's brand attraction mechanism reveals the limitations of single-brand research, and there may be significant differences in brand attraction mechanisms in different cultures and industries. Future research should be extended to multiple industries and cultural contexts to validate the universality of the theory of brand attraction and to explore the similarities and differences of brand attraction mechanisms in

different contexts, so as to provide brand management practices with this will provide more targeted theoretical guidance for brand management practice.

Research on short-term brand attractiveness enhancement fails to analyze in-depth the dynamic changes of brand equity in long-term development, especially in the continuous role of consumer emotional resonance and brand cognition optimization, future research should focus on exploring how these factors work together to build a brand's long-lasting value system, providing more forward-looking theoretical support for brand management.

4 CONCLUSIONS

Emotional resonance profoundly affects brand identity through three dimensions: empathy enables consumers to understand the story and values behind the brand, sense of belonging allows consumers to feel closely connected to the brand and its user groups, and sense of participation enhances consumers' loyalty to the brand through interaction and experience, which not only enhances the emotional value of the brand, but also provides new perspectives and strategies for branding. This multi-level emotional interaction not only enhances the emotional value of the brand, but also provides new perspectives and strategies, fills the research gap of the relationship between emotional resonance and brand identity, and lays a solid theoretical foundation for the use of emotional strategies to enhance consumer identity.

Cognitive optimization effectively reduces the cognitive load of consumers by simplifying the information processing process and highlighting the core strengths of the brand, making the brand more attractive in the competitive market, providing a solid theoretical foundation for brands to optimize the consumer decision-making experience by using advanced technologies and strategies, and demonstrating significant application value in practice.

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