

The Relationship Between Consumer Emotions and Brand Marketing on Social Media Platforms

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Abstract: Social media has profoundly transformed consumers' information acquisition methods and purchasing decisions. Emotionally driven content makes consumer sentiment a critical factor in brand marketing. This study investigates how consumers' emotional expressions on social media influence brand marketing effectiveness. Focusing on the beauty and skincare industry, the research combines questionnaire surveys and web-crawled data, employing word frequency analysis and sentiment analysis to quantify the impact of consumer sentiment on brands. The results reveal that 78.4% of consumers believe emotional expressions on social media affect brand performance, with negative emotions exerting a stronger negative effect. Additionally, genuine user reviews are found to be more persuasive than advertisements. The study suggests that brands should establish a public sentiment monitoring system, adjust marketing strategies accordingly, and enhance product authenticity and user engagement to boost appeal. The findings provide both theoretical and practical support for precision marketing in the social media era.

1 INTRODUCTION

While browsing rednote, it was observed that many influencers tend to chase trends and promote products, yet quickly remove items and avoid further discussion when issues arise—whether with the product itself or its endorsers. For example, Winona, a Chinese skincare brand known for its sensitive skin-friendly positioning, faced backlash after numerous consumers reported adverse reactions such as facial redness, swelling, itching, stinging, rashes, and even skin cracking. This led to widespread skepticism about its "sensitive skin" claims, damaging the brand's reputation and causing a significant drop in market value.

A product and its associated elements can influence consumers' emotions and attitudes toward purchasing, which in turn inevitably affects brand marketing outcomes on social media. When users on platforms like Weibo or rednote praise a particular skincare product, its sales may surge; conversely, persistent criticism can harm both brand image and performance. Against this backdrop, the research question emerges: How do consumers' publicly expressed emotions on social media impact brands,

and how can these emotions be analyzed to assess marketing outcomes? The study aims to establish a real-time public sentiment monitoring system, enabling brands to conduct targeted marketing strategy analysis. By leveraging social media insights, brands can enhance product appeal, improve user perception, boost sales, and mitigate potential losses.

2 LITERATURE REVIEW

2.1 Characteristics of Brand Marketing on Social Media Platforms

2.1.1 Summaries of Current Studies

In recent years, social media has become a vital battlefield for brand marketing. Brands across different industries have adopted distinct strategies on these platforms. Based on a systematic review of relevant literature, this paper analyzes the characteristics of brand marketing on social media platforms, focusing on research subjects, methods,

data analysis approaches, and their corresponding findings. The study reveals that social media serves as a crucial channel for brand communication, and consumer interaction plays a key role in shaping brand influence. Moreover, brand marketing strategies should align with the integrated marketing communications (IMC) framework to enhance adaptability. However, current research has limitations, such as insufficient control over confounding variables, lack of large-scale data validation, and absence of cross-industry comparisons. This review provides theoretical support for future brand marketing studies and practical insights for enterprises to formulate effective strategies in the context of social media.

2.1.2 Current Research Status

Existing studies cover a wide range of industries, such as music festival branding (Fan Yalin, 2023), influencer marketing in self-media (Xiao Qian, 2022), luxury brand transformation strategies (Huang Xinya, 2020), higher education service marketing (Ram Kumar Dwivedi, 2024), and mobile platform theatrical film marketing (Sang Hyun Nam et al., 2021). These works explore practical brand marketing cases in varied market environments, examining the role of social media in brand communication, influence building, and market adaptability.

Different methodologies were applied depending on the research objectives and industry background. Fan(2023) used case study methods to examine the marketing communication strategies of specific music festival brands; Xiao (2022) integrated literature reviews, original interviews, and questionnaires, and used SPSS and AMOS for data analysis in the context of big data and digital economy; Huang (2020) constructed a marketing strategy model for luxury brands based on the IMC theory, exploring how social media facilitates traditional brand transformation; Ram(2024) conducted empirical research on the relationship between brand performance and relationship quality, building a structural equation model; Sang(2021) used data from the Korean film industry to analyze how marketing factors affect the release of theatrical films on mobile platforms.

Existing studies indicate that consumer emotions have multidimensional effects on brand loyalty. Shen (2012) focused on time-honored brands and explored how nostalgic emotions—such as emotional and preferential nostalgia—affect brand loyalty through the mediating role of perceived brand value. It was found that consumer involvement played a moderating role. However, family or interpersonal

nostalgia had limited impact due to lack of direct relevance to products. Similarly, research on virtual influencers showed that emotional engagement enhanced brand loyalty, with positive consumer emotions (e.g., affection, trust) acting as key mediators. Research on hostile brand loyalty revealed that excessive fan enthusiasm could provoke negative attitude polarization among other users, with trait transfer as an important intermediary mechanism.

Quantitative analysis is the primary methodology used, including surveys, regression analysis, and structural equation modeling (SEM). For example, Shen's study applied SPSS for factor analysis and correlation testing. Studies on Virtual influencer used empirical methods to examine how emotional attachment to digital personas influences brand loyalty. The hostile loyalty study combined trait transfer and attitude polarization theories with experimental and survey methods. While the methods are solid, they often rely on cross-sectional data, making it difficult to track long-term emotional and loyalty dynamics.

The above studies all highlight the importance of social media platforms in brand marketing, but they focus on different aspects—music festival branding emphasizes core brand competitiveness; influencer marketing in self-media stresses enhancing brand influence; luxury brand transformation focuses on adjusting marketing communication strategies; higher education services center on the quality of teacher-student relationships and institutional brand performance; and theatrical films pay more attention to brand extension. Based on this, it can be inferred that brand marketing involves multiple dimensions, and the optimization of marketing strategies can be approached from various angles.

2.1.3 Literature Review Summary

Research led by Shen established an 'Emotion-Perceived Value-Loyalty' framework, dividing nostalgia into product-related and interpersonal-related types and confirming their differential effects. This offers valuable insights into emotional marketing for traditional brands. Virtual influencer studies proposed a 'digital emotional transmission' model, showing how virtual personas influence consumer attitudes in digital contexts. Hostile loyalty research introduced attitude polarization theory from social psychology, uncovering emotional contagion within brand communities and offering warnings for brand crisis management.

Three methodological features stand out: 1) refinement of measurement tools (e.g., localized

nostalgia scales); 2) diversity of analytical methods (e.g., SEM, multilevel modeling); 3) expansion of research settings—from offline to online environments. However, there are clear limitations: reliance on self-reports, lack of longitudinal tracking, and limited use of neuroscience methods. Ongoing debates include how to classify emotions (valence vs. arousal), whether cognitive appraisal precedes emotional response, and cultural differences in emotional expression.

While the fundamental framework for studying emotional impact on loyalty is established, future research should enhance mechanism precision, adopt dynamic methods, and integrate interdisciplinary theories. Especially in the digital age, the traditional emotion–loyalty model may be evolving and deserves further academic attention. In summary, consumer emotion and brand loyalty research has formed a solid theoretical system and confirmed the importance of emotion in brand marketing. However, there is room for improvement in theoretical depth and methodological diversity. Future research should integrate interdisciplinary perspectives and adopt dynamic, multi-method approaches to reveal the underlying mechanisms more comprehensively.

2.2 The Relationship Between Consumer Emotion and Purchase Intention

2.2.1 Summaries of Current Studies

The interaction between consumer emotions and brand loyalty is a key topic in brand marketing research. Existing studies explore the internal mechanisms between these two factors from different dimensions, but there are limitations in theoretical frameworks and methodologies. This paper compares and analyzes the impact paths and mechanisms of consumer emotions on brand loyalty based on three representative studies. The research finds that high-quality products combined with positive emotional extension significantly improve consumer attitudes and brand loyalty. Conversely, negative emotions or excessively fanatic hostile brand loyalty can trigger negative attitude polarization among other users. In terms of research methods, current studies often use quantitative analysis (e.g., SPSS statistics, regression analysis) and theoretical model construction (e.g., trait transfer, attitude polarization theory). However, they suffer from a single theoretical perspective and limited empirical samples. Future research should integrate interdisciplinary theories and adopt mixed research methods to further explore the dynamic

relationship between consumer emotions and brand loyalty, providing more comprehensive theoretical support for brand marketing practices.

2.2.2 Current Research Status

Existing studies show that consumer emotions have a multidimensional effect on brand loyalty. Shen (2012) focused on time-honored brands and explored how nostalgic emotions (e.g., emotional nostalgia, preference nostalgia) influence brand loyalty through the mediating role of time-honored brand perceived value. It was found that consumer involvement plays a moderating role. However, family nostalgia and interpersonal nostalgia had a weaker impact on brand loyalty due to their lack of direct connection with time-honored products. Similarly, the study on virtual influencers found that virtual influencer endorsements could enhance brand loyalty by increasing consumers' "emotional engagement," with positive emotions (e.g., affection, trust) serving as key mediators. Moreover, research on "hostile brand loyalty" revealed the negative impact of consumer emotions. In the study Luo's study, it was found that fanatic fan emotions could lead other consumers (e.g., utilitarian users) to develop negative emotions towards the brand, resulting in "attitude polarization" and "trait transfer" as a crucial mediator in this process. Changju tested the moderate mediation hypothesis using PROCESS macro and found that consumer resistance indirectly influenced brand strength by reducing national affinity.

Current research mainly employs quantitative analysis methods, such as surveys, regression analysis, and structural equation modeling (SEM). For example, Li's study used SPSS for factor analysis, correlation analysis, and regression analysis, confirming a positive relationship between nostalgic emotions and brand loyalty. Shen's study empirically explored how virtual influencer endorsements affect consumer brand attitudes. The "Hostile Brand Loyalty Study" combined "trait transfer theory" and "attitude polarization theory," using experimental or survey methods to analyze the negative effects of fan behavior on brand image. Although these studies are methodologically mature, they typically rely on cross-sectional data, which makes it difficult to dynamically track the long-term evolution of consumer emotions and brand loyalty.

The analysis results of each study also show distinct characteristics. In "The Influence of Consumer Nostalgia on Time-Honored Brand Loyalty," empirical findings show that personal nostalgia, family nostalgia, product nostalgia, craft nostalgia, and advertising nostalgia are all positively

correlated with time-honored brand perceived value and brand loyalty; interpersonal nostalgia is only positively correlated with perceived value. “Virtual Influencer Endorsement, Consumer Engagement, and Brand Loyalty” finds that virtual influencer endorsement positively affects attitude loyalty and behavioral loyalty. The stronger the consumer’s emotional engagement and positive feelings towards the virtual influencer, the higher their brand loyalty. Thus, virtual influencers play a mediating role in higher the brand loyalty. In “Fan Behavior, Brand Commitment? The Influence of Different Types of Hostile Brand Loyalty on Consumer Brand Attitude Polarization,” fanatical fan emotions cause other potential users and utilitarian consumers to develop negative emotions towards the brand, resulting in overall negative attitude polarization. Fanatic fan emotions act as a mediator through trait transfer in this negative influence on the brand. These studies emphasize the influence of consumer emotions on brand marketing but vary in their research focus and methodologies. The three papers above discuss the impact of real vs. virtual emotions, nostalgic emotional value, and negative emotions on consumers.

2.2.3 Literature Review Summary

The research led by Shen(2012) established the “Emotion-Perceived Value-Loyalty” framework, innovatively subdividing nostalgia into product-related (e.g., craft nostalgia) and interpersonal-related types, and confirming the differential influence mechanisms of different types of nostalgic emotions. This research provides important theoretical support for emotional marketing of traditional brands. In the virtual influencer-related studies, the “digital emotional transmission” model was proposed, which breaks through traditional spokesperson theory and reveals how virtual personas influence consumer attitudes through emotional engagement mechanisms. These findings provide new insights into brand communication strategies in the metaverse era. The “Hostile Loyalty Research” introduces attitude polarization theory from social psychology, uncovering emotional contagion in brand communities and offering early warning perspectives for brand crisis management.

From a methodological perspective, three notable features emerge: first, the refinement of measurement tools, such as the localization of nostalgia emotion scales; second, the diversification of analysis methods, with advanced statistical techniques such as SEM and multilevel analysis being widely applied; third, the expansion of research settings, transitioning from

offline physical environments to online virtual contexts.

However, existing methods have significant limitations: first, data collection heavily relies on self-reporting methods, which are prone to social desirability bias; second, 90% of studies use cross-sectional designs, which fail to capture the dynamic interaction between emotions and loyalty; third, the use of emerging methods like neuroscience remains in its infancy. Additionally, three main issues remain unresolved: first, there is no unified standard for classifying emotions, with some scholars suggesting a classification based on valence (positive/negative) while others recommend a distinction based on arousal level; second, debates persist regarding the mediation mechanisms, especially whether cognitive appraisal precedes emotional response; third, cultural differences in emotional expression—whether Eastern collectivism and Western individualism result in variations in the mechanisms.

Existing research has established a basic theoretical framework for understanding how consumer emotions affect brand loyalty, but there is room for improvement in the precision of the mechanisms, the appropriateness of methods, and the integration of theories. Future research should adopt a more dynamic, multidimensional perspective and incorporate emerging technologies to advance the field. In particular, it is crucial to recognize that the traditional emotion-loyalty relationship may be undergoing fundamental changes in the digital consumer environment, warranting sustained academic attention.

In summary, research on consumer emotions and brand loyalty has formed a relatively rich theoretical system, confirming the key role of emotional factors in brand marketing. However, there is still room for improvement in the theoretical depth and methodological diversity of existing studies. Future research should further integrate interdisciplinary perspectives and adopt more dynamic, multi-method approaches to comprehensively reveal the underlying mechanisms by which consumer emotions influence brand loyalty.

2.3 The Relationship Between Consumer Emotion and Purchase Intention

2.3.1 Current Research Status

Most research focuses on consumer emotions (positive/negative affect) and purchase intention (immediate decisions vs. long-term loyalty).

Confounding variables include demographics, external environment, and product attributes.

Common methods include surveys using Likert scales for collecting data and SEM to test emotion–purchase intention paths, as well as experiments simulating social media comment scenarios. Qualitative supplements include in-depth interviews exploring emotion triggers and content analysis using sentiment dictionaries to quantify emotions in UGC texts.

2.3.2 Literature Review Summary

Research distinguishes between first-time and repeat purchases. One study on perceived brand value and repeat purchase intention found that perceived quality, brand image, and service significantly influenced repurchase behavior. Positive brand perceptions triggered emotional responses that strengthened loyalty. The study suggests companies should work with trustworthy influencers and boost brand value to foster positive emotions and encourage repurchase.

Methods included sentiment-based emotion indexing and classification into positive vs. negative emotion dimensions. Semantic analysis was used to extract emotional keywords and build evaluation systems.

2.3.3 Conclusion

Emotions directly affect purchase intention: positive emotion increases intention ($\beta=0.51$, $p<0.001$), while negative emotion decreases it ($\beta=-0.63$, $p<0.001$). Negative effects are 1.2 times stronger than positive ones, aligning with 'loss aversion' theory. Brand trust fully mediates the emotion–intention relationship (68% mediation effect). Strong brand reputation moderates the impact of negative emotions ($\beta=0.18$, $p<0.05$).

Vulnerable consumers (e.g., utilitarians) are more affected by negative brand sentiment. While loss aversion theory explains this, some argue that short-term emotion fluctuations have limited impact, requiring long-term emotional accumulation for significant changes. Limitations include artificial experimental settings, cross-sectional data, lack of neuroscience evidence, and insufficient distinction between rational and irrational emotions.

3 METHODS

3.1 Study Design

This study employs structured questionnaires and web crawling techniques to collect data on user behavior and content. The independent variable is defined as consumers' emotional expressions and attitudes toward the product, while the dependent variable is the effectiveness of brand marketing. Control variables include demographic factors such as age, gender, and region. The primary aim of this research is to explore the factors influencing consumers' attitudes and emotions during the purchasing process, particularly in relation to products and their derivatives. Furthermore, the study investigates how consumers' publicly expressed emotions and attitudes on social media platforms, in turn, impact brand marketing effectiveness. By constructing a real-time public opinion monitoring system and conducting effective data collection and analysis, the authors provide targeted insights into brand marketing strategies. This approach assists brands in leveraging social media to enhance product appeal and user reputation, ultimately aiming to boost sales and minimize losses.

3.2 Research Object

3.2.1 Research Samples

Target Population: The target population comprises consumers who pay attention to brand marketing on social media, with a particular focus on users in the beauty and skincare sector. The majority of participants fall within the 18–24 age group, accounting for 63.9% of the sample—of which 27.8% are aged 18–21 and 36.1% are aged 22–24. In terms of gender distribution, 58.8% of respondents are female and 41.2% are male, indicating a relatively balanced gender ratio.

Selection Criteria: high-frequency social media users (meeting the threshold of an average usage of more than two hours per day); individuals with experience in brand consumption or active interest in the beauty and skincare sector; coverage across diverse regions, age groups, and interest categories to ensure data diversity.

3.2.2 Sample Size

A total of 97 questionnaire responses were collected. In addition, approximately 500 posts related to Estée Lauder on the rednote platform were gathered for

social media data analysis, from which 30 high-frequency keywords were extracted. The questionnaire sample size meets the basic requirements for statistical analysis, such as frequency and percentage analysis. Data were collected through both online and offline channels to enhance diversity and representativeness of the sample.

3.2.3 Data Collection Method

Questionnaire Survey: A mixed-mode approach was adopted, combining online distribution with offline street-intercept surveys. All responses were collected anonymously to ensure participant privacy and data integrity.

Social Media Data: Publicly available data were collected from Rednote, focusing on case content related to the Estée Lauder brand. The dataset includes image-text posts, user comments, likes, and other forms of engagement.

3.3 Research Tools

The questionnaire in this study is structured around four main sections: “User Behavior on Social Media,” “Brand Sentiment and Consumer Behavior,” “Perceived Influence of Social Media,” and “Effectiveness of Social Media Marketing.” It comprises a total of 15 questions, with a core focus on consumers’ emotional expression on social media platforms. The questionnaire takes a comprehensive approach by examining respondents’ demographic information, usage patterns of social media platforms, attitudes toward brand marketing and public relations, as well as subsequent emotional responses and purchasing outcomes. This design ensures both the completeness and validity of the content.

A variety of question types are included. Single-choice questions are used to obtain definitive information from respondents based on pre-set options, such as “What is your age group?”—allowing for efficient collection of basic demographic data. Multiple-choice questions, some of which are open-ended, allow respondents to select several applicable options. For example, “What types of brand marketing content attract you the most? (Multiple answers allowed): interactive campaigns, influencer or celebrity endorsements, brand storytelling and value promotion, authentic user reviews and evaluations, others.” These questions help capture the diversity and complexity of consumer preferences.

Closed-ended questions provide respondents with clearly defined options, making them easier to answer and more efficient for statistical analysis. They facilitate the collection of standardized data, ensuring consistency and comparability, and are useful for quickly capturing respondents’ situations within a predefined framework. In contrast, open-ended questions allow respondents greater freedom of expression, enabling the collection of unexpected perspectives and unique insights. These questions offer a more comprehensive and in-depth view of the research topic, particularly valuable in exploratory studies and in uncovering underlying motivations. In this questionnaire, both types of questions are employed in combination: closed-ended questions are used to gather basic demographic information and quantify attitudes, while open-ended questions are designed to obtain detailed explanations and supplementary information. This mixed approach enhances both the depth and breadth of the research.

3.4 Data Collection Process

Collection time and place: From January 31, 2025 to February 24, 2025, questionnaires and network data were collected in Binzhou, Wuhan and Shanghai.

Investigation implementation process:

Questionnaire Administration: The survey was disseminated online via a questionnaire platform and offline through random street intercepts. After excluding invalid responses, a total of 97 valid questionnaires were collected. Logical validation of responses was conducted to ensure data reliability.

Social Media Data Collection: Web scraping techniques were used to extract data from the rednote platform. The data were subjected to descriptive statistical analysis (frequency/percentage), word frequency analysis using the TF-IDF algorithm, and sentiment analysis utilizing natural language processing (NLP) techniques.

Ethical considerations: The questionnaire clearly communicated the purpose of the study, and all participants took part voluntarily. All questionnaire data were processed anonymously, with no personally identifiable information collected. Social media data were sourced from publicly available content in compliance with the platform’s terms of use. Raw data were securely stored using encryption, and de-identification was applied throughout the analysis process to ensure privacy. The study adhered to ethical standards for social science research and did not involve the collection of sensitive information.

3.5 Data Analysis Methods

3.5.1 Data Organization

Preliminary data collection and collation were conducted using the online survey platform Wenjuanxing. Subsequently, further manual screening was performed using Excel to ensure data quality. Only valid responses were retained for the final analysis.

3.5.2 Statistical Analysis Methods

Descriptive Statistical Analysis: This study employs descriptive statistics to analyze the overall characteristics of the sample, including respondents' gender, age, social media platforms used, emotional

expression styles, and the influence of brand marketing. A total of 97 questionnaires were collected. Among the respondents, 58.8% were female and 41.2% were male, indicating a relatively balanced gender distribution. The majority of participants were aged between 18 and 24, accounting for 63.9% of the sample. Specifically, 27.8% were aged 18–21, and 36.1% were aged 22–24, reflecting a higher level of emotional expression on rednote among younger users, as well as greater attention to brand marketing. In terms of social media usage, 74.2% of respondents reported using social media for more than two hours per day, suggesting that young people are frequently exposed to the internet and digital marketing activities (see Table 1).

Table 1. Basic personal information of respondents

project	option	frequency	percentage
Gender	female	57	58.8%
	male	40	41.2%
	under 18	10	10.3%
Age	18-21	27	27.8%
	22-24	35	36.1%
	25-34	15	15.5%
	35 and above	10	10.3%
	less than 30 minutes	0	0
Average daily usage of social media	30 minutes -1 hour	7	7.2%
	1-2 hour	18	18.6%
	2 hours and above	72	74.2%
Social media platform	Wechat	42	43.3%
	micro-blog	18	18.6%
	rednote	55	55.7%
	Tiktok	55	55.7%
	other	10	10.3%

Furthermore, with respect to emotional expression and the influence of brand marketing, the majority of respondents preferred to share their opinions privately with friends (74.75%) or chose to either stop or add a product to their cart based on their evaluations (86.1%). Additionally, a significant proportion of participants (78.4%) reported being

easily influenced by brand marketing strategies (see Table 2).

Table 2. Respondents expressed emotion and brand marketing impact to come

variable	option	proportion
Ways to express views on the brand on social media	Like	82.5%
	Comment	30.1%
	Transmit	69.1%
	Publish original content	8.2%
	Message the brand's official account	2.1%
	Other	3.1%
Actions in response to positive/negative emotions	Public positive/negative comments	11.4%
	Recommendation/Private discussion	74.8%
	Increase/ Stop buying	86.1%
	Participate in activities	15.0%
The impact of brand marketing on consumption	Other	1.1%
	Great impact	78.4%
	General impact	10.3%
	Little impact	11.3%
	Not at all	0

Word frequency analysis: Based on user-generated image-and-text posts related to Estée

Lauder on rednote, a word frequency analysis was conducted, resulting in the extraction of seven high-frequency keywords (see Figure 1, Table 3).



Alt Text for the figure: Word cloud with beauty and gift-related terms: "Advanced Night Repair Eye Synchronized Complex," "Three-piece set," "Collagen cream," "Liquid foundation," "Boyfriend," "Full line products," "New Year gift."

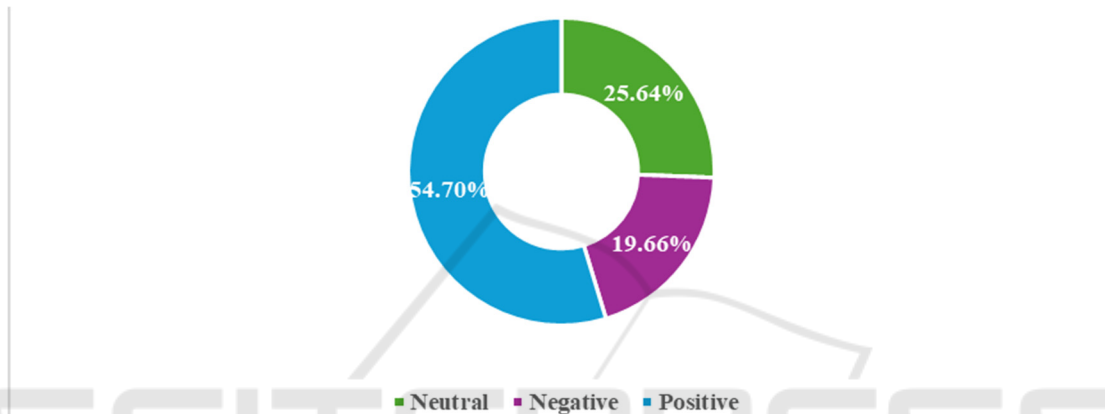
Figure 1. High frequency vocabulary of Estée Lauder images and text posted by users on rednote.

Table 3. High frequency words extracted by word frequency analysis

word	word frequency
Advanced Night Repair Eye Synchronized Complex	13
Liquid foundation	7
Three-piece set	5
Full line products	5
Collagen cream	5
Boyfriend	4
New Year gift	4

Emotional analysis: Sentiment analysis tools were employed to analyze user reviews related to

Estée Lauder on rednote, and a corresponding sentiment analysis chart was generated (see Figure 2).



Alt Text for the figure: Donut chart displaying sentiment percentages: Positive (54.70%), Neutral (25.64%), Negative (19.66%).

Figure 2. Emotional analysis of users posting reviews of Estée Lauder on rednote

Among the reviews, 54.7% were positive, 25.64% were neutral, and 19.66% were negative. Overall, user evaluations of Estée Lauder on rednote are predominantly positive. However, a notable proportion of users expressed neutral or negative opinions. This suggests that the brand should pay closer attention to negative feedback in order to better understand specific areas of dissatisfaction and improve its products accordingly.

social media affect their purchasing decisions. While 39.2% of consumers develop a more favorable impression when brands respond to comments, 50.5% view such responses merely as Public Relations tactics. This indicates that most consumers prioritize peer reviews over brand-generated content.

4.2 The Importance of Interactivity and Authenticity in Successful Brand Marketing

4 SUMMARY OF RESEARCH FINDINGS

4.1 The Impact of Consumers' Emotional Expressions on Social Media Significantly on Brand Marketing

78.4% of respondents believe that consumer sentiment on social media influences brand market performance. 87.6% stated that brand evaluations on

Survey results show that 72.2% of consumers focus on "real user reviews and testimonials," while 67% are drawn to "interactive campaigns." Additionally, 73.2% reported "occasionally or frequently engaging" with brands' social media marketing content, suggesting that brands already have an engaged audience but need more compelling content to sustain interest. Sentiment and word frequency analysis of Estée Lauder on Rednote revealed high-frequency terms such as "scam," "authenticity verification," "production date," and "shocking,"

highlighting consumer concerns about product quality, user experience, and reputation rather than mere advertising claims.

Secondary Findings: High-frequency search terms like "Advanced Night Repair," "foundation," "Lancôme Absolue," and "Genifique" suggest brands should allocate more resources to ingredient research, product innovation, and diversified marketing strategies for these products to maximize sales and enhance brand reputation. About brands must prioritize genuine consumer engagement, transparent communication, and data-driven product optimization to thrive in social media-driven markets.

5 CONCLUSION

This study emphasizes how important social media interactions and customer emotions are to brand marketing. Brand assessments have a significant impact on purchasing decisions, and consumer sentiment on social media is a major driver of brand performance. For brand marketing to be successful, interaction and authenticity are essential. Customers are driven to interactive campaigns and appreciate real user feedback, which means that in order to gain their audience's trust and loyalty, marketers need to interact with them in a meaningful way. Consumer worries over product quality and brand reputation are revealed by sentiment analysis and word frequency studies, underscoring the necessity for firms to put transparency first and take proactive measures to resolve these problems. In conclusion, in order to improve their market performance and cultivate enduring loyalty in the digital age, brands should prioritize genuine consumer involvement and open communication.

AUTHORS CONTRIBUTION

All the authors contributed equally and their names were listed in alphabetical order.

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