RESEARCH ARTICLE

Innovation of Brand Emotional Marketing Communication Channels Based on New Media Environment

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ARTICLE INFO	ABSTRACT
	With the development of social economy, people's requirements for products are no longer limited to product functions, but also hope that products can express certain emotions. The emotional needs of consumers have become the new focus of marketing, and companies have incorporated emotional marketing into their marketing models. As a marketing strategy that enterprises attach great importance to, emotional marketing has updated the previous marketing model, and the development of new media has also created a more integrated platform for emotional marketing. Using the high-level communication characteristics of new media to carry out accurate and cost-effective media marketing to the public has attracted more and more attention from the business, media and academic circles. In order to better implement the brand's emotional marketing communication, this paper will study the innovative research of the brand's emotional marketing communication based on the new media environment. By investigating the new media environment and the status quo of brand emotional marketing, this paper constructs a brand emotional marketing communication model in the new media environment. And it analyzes the data from four aspects of emotional products, emotional advertising, marketing channels, and communication users in the experimental part, and discusses the strategy of emotional marketing of new media environment brands. Experiments show that by combining the new media environment and emotional marketing, the annual sales volume of this product is 1.73 times that of traditional brand marketing products, indicating that this brand marketing model can effectively increase product sales and build brand recognition.

1. Introduction

Today, when people's material needs have been met, people are more and more inclined to emotional consumption, and business marketing strategies are increasingly turning to consumers' emotional needs and emotional experience. With the passage of time, emotional marketing is on the rise. This new marketing model can not only bring positive results feedback, but also inspire companies or marketers to constantly update their thinking, build brand recognition, and shape a good corporate image. Emotional marketing communication has become a common marketing method for brand owners in the new media environment, and it is particularly important and urgent to study emotional marketing communication in the new media environment.

In the era of emotional consumption, there are many studies on brand emotional marketing. Wang D Y studied the moderating role of emotional intelligence in the relationship between cultural marketing and brand equity, and the impact of cultural marketing on brand equity. Studies have shown that the impact of cultural marketing on brand equity is partially mediated by emotional intelligence (Wang, 2018). Muhammad A aimed to validate a set of theoretical relationships including Online Customer Brand Engagement (OCBE), Brand Engagement (BI), and

Emotional Brand Engagement (EBA) to explore the mediating role of customer engagement on brand involvement and emotional brand attachment. The research structure suggests that marketers may be able to design social media strategies to engage customers emotionally, thereby helping to improve customer retention and loyalty (Muhammad et al., 2021). Apostolos proposed a conceptual framework for assessing the brand value of emerging devices as perceived by Generation Y, identifying the components that contribute to their formation, and examining their relative impact on brand relationship development and brand loyalty. The findings show that brand satisfaction and reliability are the main drivers of Gen Y brand loyalty, followed by brand intent (Apostolos et al., 2017). Sashittal H empirically derived and tested a new affective attribution arising from user-brand interactions on social software, using students to test the framework's structural consistency and the scale's reliability and validity. Research has found that users are more likely to accept unknown and unfamiliar brands (Sashittal, Jassawalla, 2019). Zhylinska O developed methodologically supported application aspects to rationally select companies responsible for forming and promoting an employer brand, using multi-criteria analysis tools, and assessing the functions of outsourcing companies based on criteria that determine their competitive advantage (Zhylinska et al., 2021). Bruns D analyzed the origins of brand love and provides a typology of where brand love begins. Its positive results in loyalty, word-of-mouth, and willingness to pay can help marketers stimulate the formation of strong brand relationships (Bruns et al., 2017). Hrinchenko Y L defined the conceptual framework for developing a pricing strategy, gradually building a comprehensive positioning process. And he made a deep analysis of external and internal factors to ensure the fiscal effectiveness of price policy (Hrinchenko et al., 2018). With the continuous development of the Internet, brand emotional marketing has also ushered in new opportunities, and it is necessary to conduct innovative research to cater to the new media environment. Due to its extensive communication characteristics, new media has been gradually applied to brand communication, and there are many studies on new media communication. Kovtunenko I V presented the findings of the interview as a new media type, described the pattern of rhetorical relationships in the new media interview and its impact on the audience in terms of emotion and will. When the audience uses communicative strategies to create meaning in mass communication, they can see the afterword effect of new media interviews (Kovtunenko et al., 2018). Tugtekin E B proposed and tested a structural model that examines the multiple relationships between new media literacy (NML), communication skills (CS), and democratic orientation (DT). The results showed that functional consumption has a positive impact on critical consumption and communication skills, and communicative competence plays a mediating role in the relationship between functional thinking and developmental thinking (Tugtekin, Koc, 2020). Putri K adopted new media and applies the framework of health communication to religious education in new media, aiming to explore the framework of healthy communication of religious education in the new media environment. Findings suggested that media and religious education play a synergistic role in public health education after religion (Putri et al., 2020). Muzykant V L is devoted to the study of new media, exploring the methods and techniques of abusive language transformation in global communication, as well as the verbal characteristics of abusive language in modern media discourse. The results show that obscene words are used not only as a means of verbal aggression, but also as a means of optimizing human interaction in the context of frictionless communication. In this context, obscene words can express negative and positive emotions and estimates (Muzykant et al., 2019). Nagpal N examined how new media are changing the way families communicate. The scope of the study focused on two main questions, one is how new media (including social media) affects family communication, and the other is whether families are losing their important place in young people's lives (Nagpal, Tripathi, 2019). Solak A provided an overview of fostering a culture of communication using new media. The availability of electronic media anytime, anywhere, leads to a loss of time and generally accepted rules for regulating the pace of social life. Therefore, teachers, class teachers, and especially parents are called on to pay attention to the use of mass media communication culture, which is an indispensable part of their lives for the younger generation, not just social life (Solak, Smoleń, 2019). Chakava M H examined the effect of accommodation on the use of new media in academic communication by university academics. The results showed that convenience is not significantly related to the impact of new media use in academic communication, suggesting that convenience is not a key determinant of

new media use in academic communication by university lecturers (Chakava et al., 2019). In order to innovate the way of brand emotional marketing communication, this paper will study the brand emotional marketing communication based on the new media environment.

Using the methods of literature analysis, in-depth interviews and case analysis, this paper firstly sorts out and classifies the research status of emotional marketing theory at home and abroad in detail. Then it analyzes the current situation of the new media environment, and builds a brand emotional marketing communication strategy model based on the new media environment. On the basis of this model, it analyzes from the four dimensions of emotional products, emotional advertising, marketing channels, and communication users, and discusses how to improve brand awareness and consumer purchasing desire through emotional marketing strategies.

2. Innovative Resolve Methods Based on Brand Emotional Marketing Communication Channels in the New Media Environment

(1) Brand emotional marketing

American scholar Philip Kotler (Philip Kotler) (Armayuda, Pragadeva, 2020) believes that human consumption behavior in a market economy has essentially gone through three stages. At present, consumers are gradually developing from quantitative consumption and qualitative consumption to perceptual consumption. The three-stage theory of mass consumption behavior is shown in Figure 1.
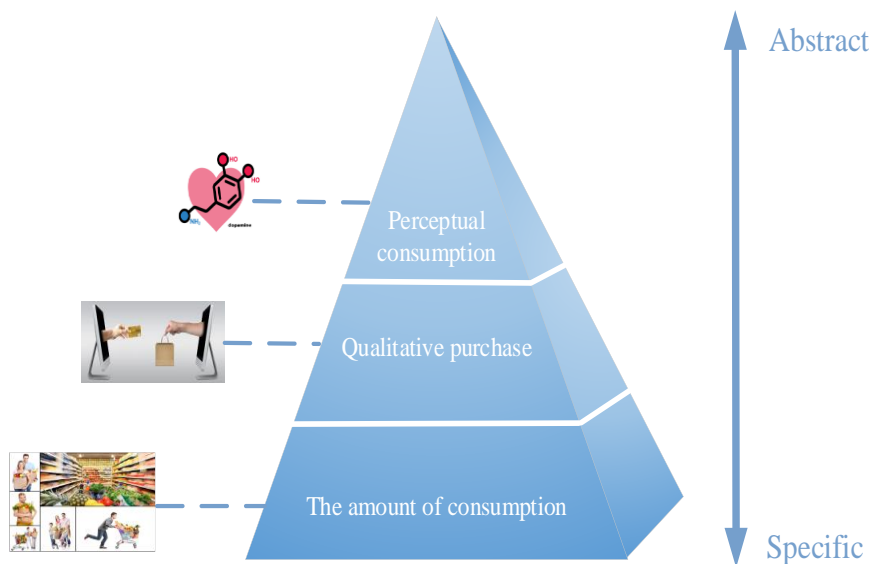

Figure 1. The three-stage theory of mass consumption behavior

Emotional marketing refers to a marketing method in which brand owners focus on the unique needs of users and adopt a variety of emotional marketing strategies to achieve long-term or short-term market share of the brand. The brand is the symbol of the business market, reflecting the business philosophy and behavior of the company. Emotional brand marketing is a people-centered business philosophy, a business philosophy that gains competitive advantage through emotional communication and communication. People-oriented marketing is the foundation of brand marketing. It needs to focus on consumers, explore consumers, respect consumers, be passionate about people, and give full play to people's creativity and initiative.

(2) New media communication

The term new media was first coined in the 1860s and spread around the world (Yetkinel, Çolak, 2017). New media is a relative term, "new" is related to "old". Compared with books, newspapers are a new medium, and compared with radio, television is a new medium. The rise and development of new media is inseparable from traditional media. The digital network and mobile

communication technology in the IT era are the technical support of new media. The development process of new media is shown in Figure 2.
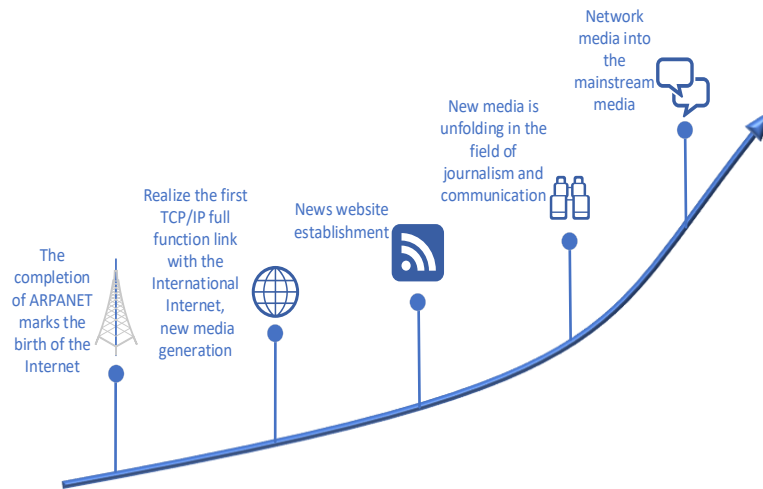

Figure 2. The development of new media

New media platforms are an effective way to promote the transformation of traditional industries and improve economic efficiency. It is precisely because of the fast, accurate and ruthless communication characteristics of new media that it has established its important position as a brand communication medium.

(3) Construction of brand emotional marketing communication model in new media environment

1) Consumer-based brand value model

The power of a brand lies in its connotation, conveyed feelings and consumer experience. Creating a strong brand always requires four steps: creating a clear brand identity, creating the right brand tone, driving the right brand response, and building the right brand relationship with consumers. These four steps are based on six dimensions of brand perception in consumers' minds: awareness, performance, image, judgment, feeling and influence (Borkovsky et al., 2019). The consumer-based brand value model is shown in Figure 3.
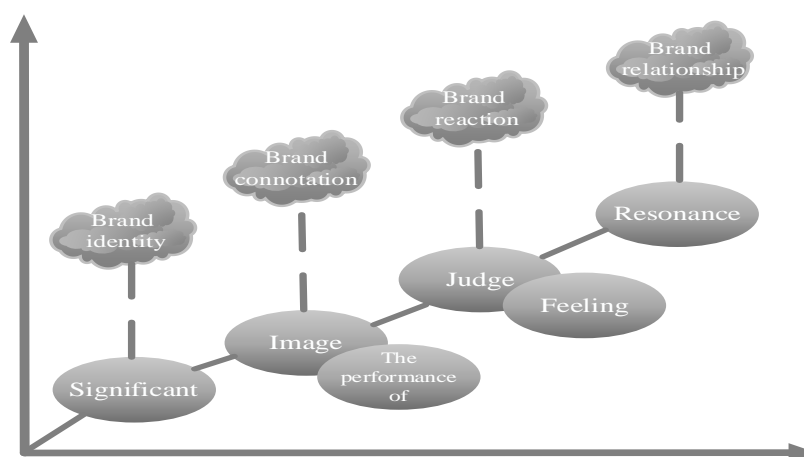

Figure 3. A consumer-based brand value model

2) Brand emotional marketing communication

The essence of brand emotional marketing communication is that enterprises transmit marketing information containing emotional value to consumers through communication channels, and give consumers an emotional feeling when consumers perceive the information, thereby promoting the psychological impact on consumers to achieve the goal of marketing communication.

Compared with the traditional dissemination environment, the new multimedia environment has a new function for users to actively participate in information sharing (Peng, Chen, 2019). The basic content of communication research is shown in Figure 4.
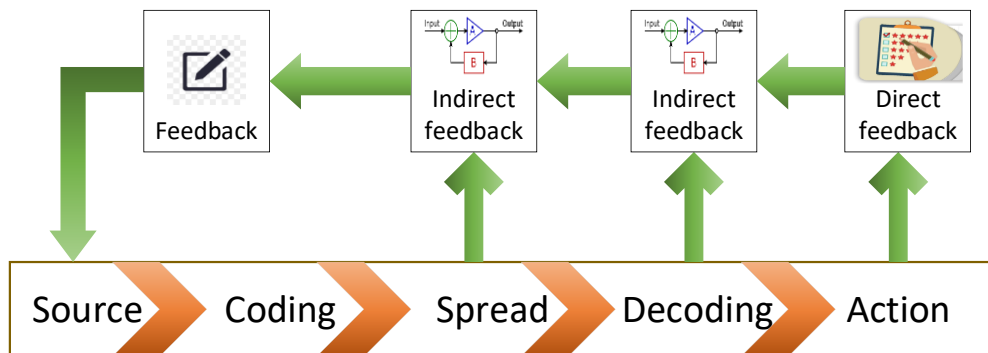

Figure 4. The basic content of communication research

3) Construction of brand emotional marketing communication model in new media environment

Based on the communication path of the classic 5W communication model, this paper combines the new characteristics of brand information communication in the new media environment and the four consecutive steps presented in the CBBE model to create an emotional "shock" between brands and consumers. It builds a brand new emotional marketing communication model of the brand under the new media environment. The brand emotional marketing communication model in the new media environment is shown in Figure 5.
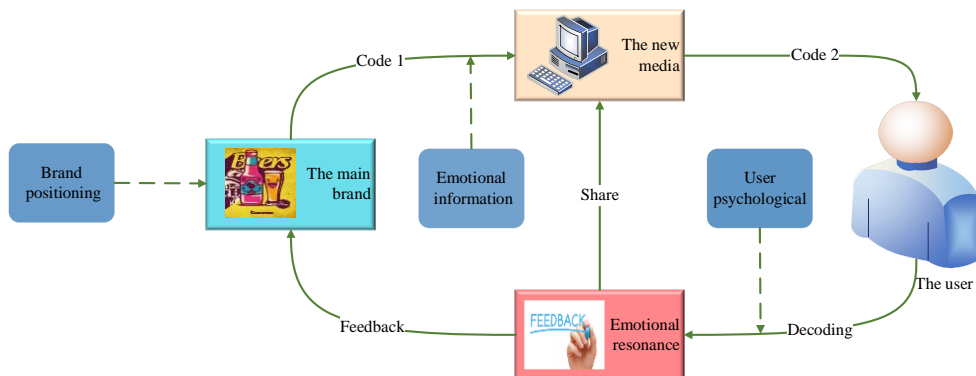

Figure 5. Brand emotional marketing communication model under new media environment

The communication path of the brand's emotional marketing communication mode in the new media environment is as follows: the brand owner builds an obvious emotional logo through appropriate emotional positioning, creates information content that reflects product performance and brand values, and transmits the information to users through the media. After assessing internal impressions and emotional responses to brand emotional information, users psychologically developed an unconscious choice mechanism whether they were influenced or not. Ideally, users develop an emotional connection with a brand, and users share information with others through online social media or offline communication. Finally, users can express their thoughts to the brand owner.

3. Brand Emotional Marketing Communication Algorithm in New Media Environment

(1) Propagation model

Brand marketing mainly relies on new media for brand information dissemination. The classic information dissemination models are mainly the SIS (Susceptible-Infective-Susceptible) model and SIR (Susceptible-Infective-Recovered) model based on state transfer (Chen et al., 2017).

In the SIS model, there are mainly susceptible and infected populations. When a person encounters an infected person in a sensitive state, they have a certain probability of being infected, β, and the infected person will have a probability of recovering with the sensitive person.

The infection mechanism is:

$$S(i) + I(i) = \begin{cases} S(i) + I(j) \leq \beta \\ I(i) + I(j) > \beta \end{cases} \quad (1)$$

The recovery mechanism is:

$$I(i) = \begin{cases} I(j) \leq \mu \\ S(i) > \mu \end{cases} \quad (2)$$

In the SIR model, susceptible individuals have a certain probability of becoming infected after contact with infected individuals. Unlike the last SIS transition state, the infected person has a certain chance of being cured or dying of the disease. When these nodes become R, they no longer participate in the previous infection mechanism, which is the end state.

Infection mechanism:

$$S(i) + I(i) = \begin{cases} S(i) + I(j) \leq \alpha \\ I(i) + I(j) > \alpha \end{cases} \quad (3)$$

Recovery mechanism:

$$I(i) = \begin{cases} I(j) \leq \delta \\ R(i) > \delta \end{cases} \quad (4)$$

Among them, i, j represent the atomic number, S, I, R represent susceptible, infected and removed, respectively.

(2) Propagation mechanism and its parameters

In the process of information propagation, information can only be propagated from node S to node US (Sharma, Kaur, 2017). $X(t)$ represents the number of nodes in state S_S at time t, $Y(t)$ represents the number of nodes in state US at time t, and $Z(t)$ represents the number of nodes in state D_s at time t. $M(t)$ represents the number of nodes with state S_M at time t, and $D(t)$ represents the number of nodes with state D_M at time t. In a relatively short time 0, the following equation can be obtained:

$$X(t + \Delta t) = X(t) + \sum_{k \in \{Y(t)\}} \varphi_k(t, t + \Delta t) - \sum_{k \in \{X(t)\}} \sigma_k(t, t + \Delta t) - \sum_{k \in \{X(t)\}} \omega_k(t, t + \Delta t) \quad (5)$$

The S_S on the left is the total number of $(t, t + \Delta t)$ in the time domain, the second item on the right is the total number of nodes converted from US, the third item is the total number of nodes converted from S_S to D_s, and the fourth item is the total number of nodes converted from S_S to S_M. The probability that the node K of the US receives the S-type message is $1 - e^{-\lambda \Delta t}$.

$$p(\varphi_k(t, t + \Delta t) = 1) = 1 - (1 - (1 - e^{-\lambda \Delta t}))^{X(t)+M(t)} = 1 - (e^{-\lambda \Delta t})^{X(t)+M(t)} \quad (6)$$

$$p(\varphi_k(t, t + \Delta t)) = p(\varphi_k(t, t + \Delta t) = 1) \cdot 1 + p(\varphi_k(t, t + \Delta t) = 0) \cdot 0 = (1 - (1 - e^{-\lambda \Delta t}))^{X(t)+M(t)} \quad (7)$$

From the state transitions discussed above, the following formula can be derived:

$$p(\sigma_k(t, t + \Delta t) = 1) = 1 - e^{-\gamma \Delta t} \quad (8)$$

$$p(\omega_k(t, t + \Delta t) = 1) = 1 - e^{-\alpha \eta \Delta t} \quad (9)$$

Combining the above formulas, the following expectations can be derived:

$$E(X(t + \Delta t)) - E(X(t)) = E(\varphi_k(t, t + \Delta t)) - E(\sigma_k(t, t + \Delta t)) - E(\omega_k(t, t + \Delta t)) \quad (10)$$

$$E(\sigma_k(t, t + \Delta t)) = 1 - e^{-\mu \Delta t} \quad (11)$$

$$E(\omega_k(t, t + \Delta t)) = 1 - e^{-\alpha \eta \Delta t} \quad (12)$$

Based on formula (11) and formula (12), the following formula can be derived

$$\lim_{\Delta t \to 0} \frac{E(X(t+\Delta t)) - E(X(t))}{\Delta t} = \lambda E(Y(t))(E(X(t)) + E(M(t)) - \gamma E(X(t))) - \alpha \eta E(X(t)) \quad (13)$$

For node US, after receiving the information, such node will switch to S_S within a limited time $[t, \Delta t]$, and the number of US has changed. In time domain $t + \Delta t$, the number of US is as follows:

$$Y(t + \Delta t) = Y(t) - \sum_{k \in \{Y(t)\}} \varphi_k(t, t + \Delta t) \quad (14)$$

Because nodes in state US can only transition to S_S, and no other state transitions to US, the number of summary points for US is getting smaller and smaller. The expectation of US can be determined by the above formula, as follows:

$$\lim_{\Delta t \to 0} \frac{E(Y(t+\Delta t)) - E(Y(t))}{\Delta t} = -\lambda(X(t) + M(t))E(Y(t)) \quad (15)$$

Using the same dynamic analysis technique, the number of S_M nodes increases when the nodes are converted from S_S to S_M. When one node S_M changes, the number of generated nodes decreases.

$$M(t + \Delta t) = M(t) + \sum_{K \in \{X(t)\}} \omega_k(t, t + \Delta t) - \sum_{k \in \{M(t)\}} \nu_k(t, t + \Delta t) \quad (16)$$

$\nu_k(t, t + \Delta t)$ is to indicate whether node S_M rejects the information because the node has donated and no longer propagates the information. $\nu_k(t, t + \Delta t)=1$ means this event will occur otherwise. The probability of an event occurring is:

$$P(\nu_k(t, t + \Delta t) = 1) = 1 - e^{-\beta \Delta t} \quad (17)$$

Combining formula (16) and formula (17), we can get:

$$E(M(t)) = \alpha\eta E(X(t) - \beta\eta E(M(t) \quad (18)$$

For nodes D_s and D_M after discarding information, their modification process is also triggered from a single source. Therefore, the following ODE equation can be obtained:

$$E(Z(t)) = E(X(t)) \cdot \lim_{\Delta t \to 0} \frac{E(1 - e^{-\gamma \Delta t})}{\Delta t} = \gamma E(X(t)) \quad (19)$$

$$E(D(t)) = E(M(t)) \cdot \lim_{\Delta t \to 0} \frac{E(1 - e^{-\beta \Delta t})}{\Delta t} = \beta E(X(t)) \quad (20)$$

Therefor,

$$E(F(t)) = e^{\mu + (\gamma^2)/2} \cdot \alpha \cdot \eta \cdot E(X(t)) \quad (21)$$

4. Innovative Resolve Experiment Based on Brand Emotional Marketing Communication Channels in the New Media Environment

This paper studies the communication channels of brand emotional marketing in the new media environment from the four dimensions of emotional products, emotional advertising, marketing channels, and communication users, and collects consumer feedback for analysis.

(1) Emotional products

Emotional products refer to products with emotional significance that are sold to consumers through emotional communication channels and emotional communication methods. Emotional products aim at the inner feelings and emotions of consumers, and their goal is to create a good and profound emotional experience for consumers to win the goodwill of consumers. Through online research, we investigate consumers' attitudes towards emotional products, as shown in Table 1 and Figure 6.

Table 1. Affective product survey data sheet

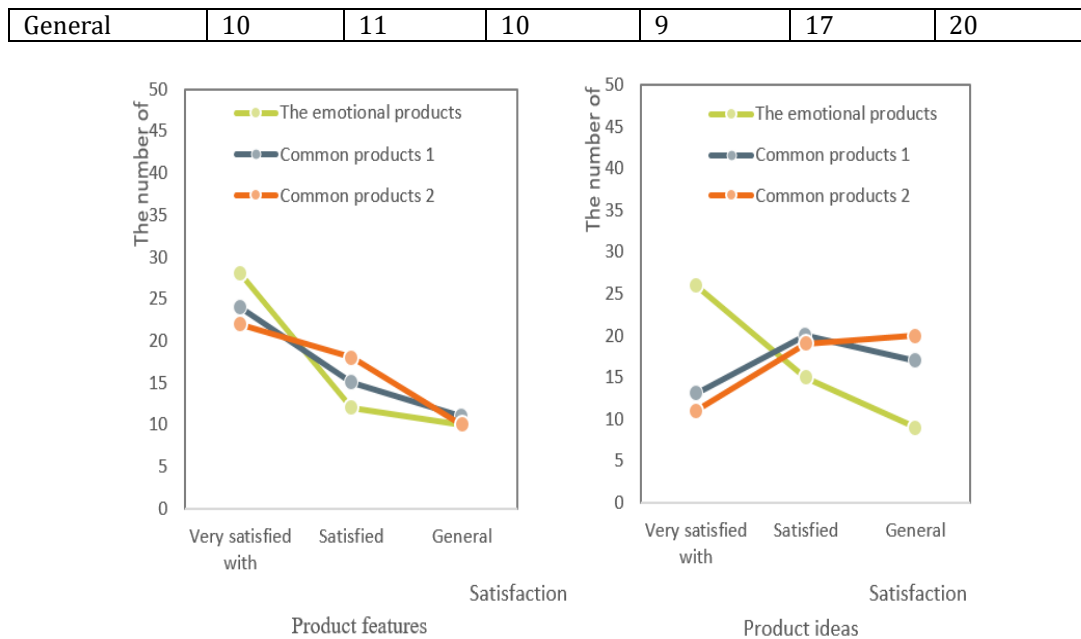| Product Satisfaction	Product features			Product ideas		
	The emotional products	Common products 1	Common products 2	The emotional products	Common products	Common products 2
Very satisfied with	28	24	22	26	13	11
Satisfied	12	15	18	15	20	19

| General | 10 | 11 | 10 | 9 | 17 | 20 |

Figure 6. Emotional product survey data graph

From the data that there is little difference between ordinary products and emotional products in terms of product functions. However, in terms of product creativity, emotional products are more recognized by consumers, and the number of people who are very satisfied with emotional products is 2-3 times that of ordinary products. It can be seen that emotional products can resonate more with consumers. For example, in online games positioned as love games, the core of the game is emotion, which is consistent with the friendship emphasized by traditional culture. The game takes emotion as the main line, and interprets the storyline through the reunion of family, friendship and love. For gamers, the game is flesh and blood, not just a virtual product. As such an emotional product, its suggestive emotional culture has attracted many players to become obsessed with the game and satisfy their emotional needs.

(2) Emotional advertising

Emotional advertising refers to the packaging and amplification of the brand's unique emotional color in the advertisement, and the emotion is integrated into the advertising content. When a company's advertising philosophy resonates with consumers, consumers' acceptance and recognition of the product will increase. They will be more willing to choose products whose advertising concepts and attitudes towards advertising are consistent with their own ideas among similar products, thereby enhancing the brand's competitive advantage. Through online research, we investigate consumers' attitudes toward emotional advertising, as shown in Table 2 and Figure 7.

Table 2. Emotional Advertising survey data sheet

Product \ Satisfaction	Product ideas			Product appeal		
	The emotional products	Common products 1	Common products 2	The emotional products	Common products	Common products 2
Very satisfied with	26	17	15	24	18	13
Satisfied	16	22	18	19	20	22
General	8	11	17	7	12	15

Figure 7. Emotional advertising survey data graph

From Table 2 and Figure 7 that emotional advertising is much higher than ordinary products in terms of advertising creativity and advertising attractiveness, and the dissatisfaction rate is lower, which can be seen that emotional advertising can drive consumer sentiment more. At present, most of the people engaged in new media marketing communication in the form of emotional marketing are emerging Internet industries and fast-growing consumer industries, such as mobile phones, coffee, mineral water, etc. In order to stand out in the competition of homogeneous commodities, fast-moving consumer goods are more sensitive to emotional marketing than other industries. The key word of emotional marketing is "heart attack", the weapon of "heart attack" is the content that can provide users with a sense of identity, and emotional content is the magic weapon to impress users. These FMCG brands start with multi-layered content, such as: popular stories, nostalgia, creative expression and emotional offline work planning, and users feel the emotions conveyed.

(3) Marketing channels

Through online research, it is investigated that the channels through which consumers obtain brand marketing information, as shown in Table 3 and Figure 8.

Table 3. Marketing channel survey data sheet

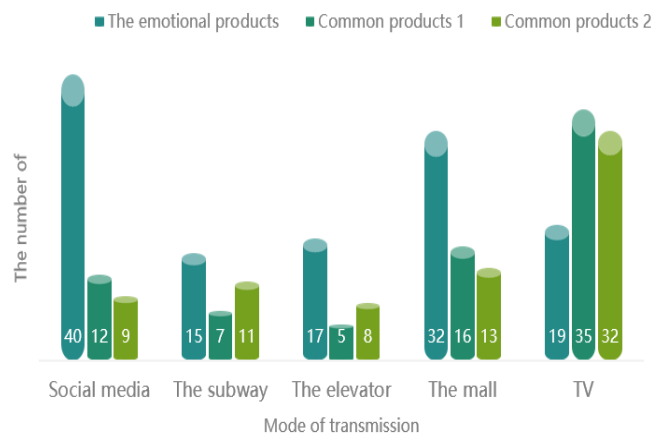| Channel Product	Social media	The subway	The elevator	The mall	TV
The emotional products	40	15	17	32	19
Common products 1	12	7	5	16	35
Common products 2	9	11	8	13	32

Figure 8. Marketing channel survey data graph

It can be seen from the data that for emotional products, most consumers know their marketing information from social media and shopping malls, while the marketing channels of ordinary products are mainly concentrated on TV. Brand communication channels in the new media era

belong to the category of social media, and various social media are the first choice for brand owners to carry out emotional marketing communication. In addition to using social media for online marketing communication, offline channels such as subways, shopping malls, elevators, and airports have also become important places for emotional marketing communication because they are closer to consumers. Today, a new marketing form of online and offline linkage marketing has emerged, expanding the communication effect.

(4) Disseminate users

Through online research, we investigate the main audience groups of brand emotional marketing in the new media environment, as shown in Table 4 and Figure 9.

Table 4. Disseminate user survey data sheets

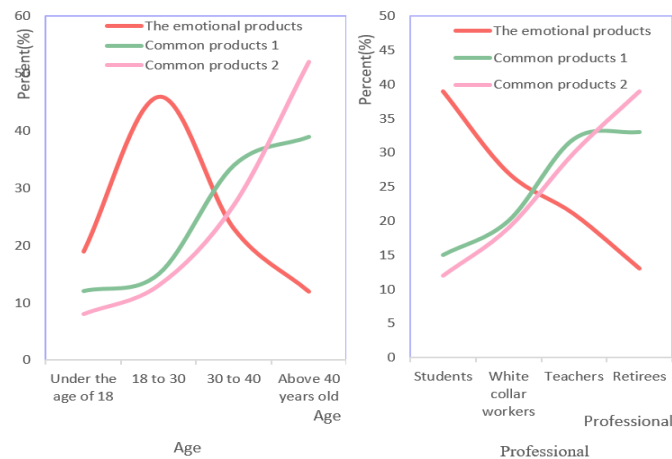| Product / Category		The emotional products	Common products 1	Common products 2
Age	Under the age of 18	19	12	8
	18 to 30	46	15	13
	30 to 40	23	34	27
	Above 40 years old	12	39	52
Professional	Students	39	15	12
	White collar workers	27	20	19
	Teachers	21	32	30
	Retirees	13	33	39

Figure 9. Disseminate user survey data graphs

As shown in Figure 9 and Table 4, the users of emotional products in the new media environment are mainly 18-30 years old, and most of them are students and white-collar workers. Most of these people are active on social media and can receive brand marketing information in a timely manner. The traditional TV marketing makes the audience of its products mostly over 30 years old, people who do not often have access to the Internet. Therefore, when carrying out brand emotional marketing, the characteristics of young people should be grasped to meet their preferences. In the social media environment, the users of emotional marketing communication are no longer passive receivers, but participants in the communication. The user's active click on emotional marketing communication content is usually divided into two aspects, one is the visual contact and the clicked content, and the other is the psychological touch and the clicked content. This requires the brand side to adjust the brand positioning in combination with emotional factors when designing the emotional communication content of creative marketing, so as to infect users and increase the click rate and exposure rate.

(5) Comprehensive evaluation

Through online research, we investigate the product sales volume of traditional brand marketing and brand emotional marketing, as shown in Table 5 and Figure 10.

Table 5. Consumer purchasing desire data sheet

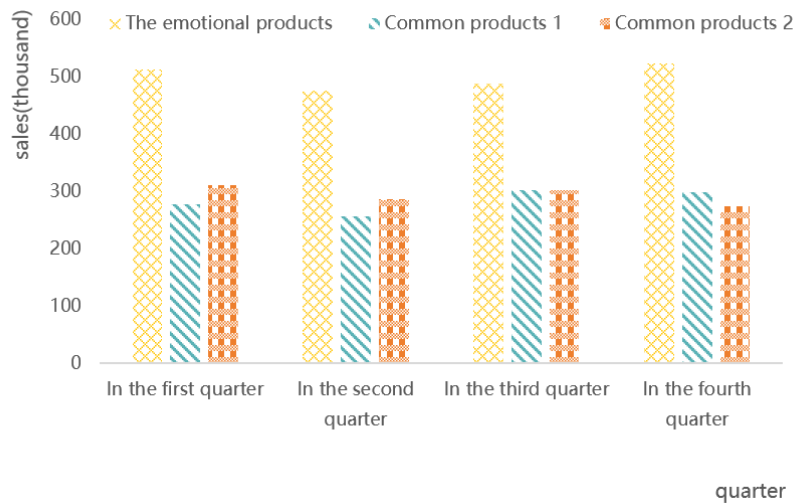| Quarter / Products Sales(thousand)	In the first quarter	In the second quarter	In the third quarter	In the fourth quarter
The emotional products	513	476	489	524
Common products 1	278	256	302	299
Common products 2	311	287	302	274

Figure 10. Consumer purchasing desire data graph

A certain emotional product and two common products are selected for sales survey, among which emotional products use new media for emotional marketing and dissemination, and common products are mainly marketed through TV advertisements. It can be seen from the data that the sales volume of emotional products in the four quarters is much higher than that of ordinary products, and the total annual sales volume is 1.73 times that of ordinary products, indicating that the research on brand emotional marketing communication in the new media environment has practical significance.

5. Discussion on Brand Emotional Marketing Communication in the New Media Environment

Taking the new media environment and emotional marketing as the research objects, this paper proposes a method of using the new media environment for brand emotional marketing communication, and compares the data according to the experiment. The main contents of this paper are as follows:

This article comprehensively and systematically understands the meaning of "new media environment" and "brand emotional marketing" and the current research status by reading and analyzing relevant important journal papers and professional works. It lays a theoretical foundation for clarifying the concepts of related nouns and discussing the construction thinking and construction methods of the brand emotional marketing communication strategy model based on the new media environment.

This paper constructs a brand emotional marketing communication strategy model based on the new media environment, and describes its design method and design process in detail. The four dimensions of emotional products, emotional advertising, marketing channels, and communication users are compared between one emotional product and two ordinary products, and their sales are investigated. It can be seen from the experimental data that after combining new media technology and emotional marketing, brand marketing results and product sales are

far superior to ordinary products, effectively improving brand competitiveness and consumer recognition.

6. CONCLUSION

With the development of Internet technology, brand marketing in the new media environment is more and more widely used by enterprises, and brand emotional marketing is gradually replacing traditional brand marketing methods. Combining the new media environment and emotional marketing can not only expand the scope of brand marketing communication, but also resonate with consumers through emotional content. Compared with traditional marketing methods, using this new brand marketing model, product sales increased to 1.73 times the original, indicating that it is necessary to use the communication characteristics of new media to carry out brand emotional marketing.

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