

The Impact of Emotional Social Media Content on Consumers' Product Adoption Intention: A Perspective Based on the S-O-R Model

Jiaming Shen

College Of Digital Economy
and Trade, Guangzhou Maritime
University, Guangzhou, Guangdong,
510725, China
E-mail: billiefrank0318@163.com

Abstract:

This study investigates the influence of emotional content on social media platforms, specifically Rednote, on consumers' product adoption intention through the Stimulus-Organism-Response framework. Emotional content features, such as perceived emotional intensity, act as stimuli triggering emotional involvement and perceived diagnosticity, which mediate product adoption intention. Data from 290 valid questionnaires collected from Rednote users aged 18–35 were analyzed using SPSS. Results confirm that emotional involvement and perceived diagnosticity significantly mediate the relationship between emotional content and adoption intention, supporting all proposed hypotheses. This research provides theoretical insights into emotional marketing and practical guidance for designing effective content strategies.

Keywords: Emotional Content, Product Adoption Intention, S-O-R Model, Social Media, Consumer Behavior

1. Introduction

This study explores how emotional content on social media platforms influences consumers' product adoption intention using the Stimulus-Organism-Response (S-O-R) framework. With the rapid growth of platforms like Rednote, emotional content has become a pivotal element in brands' marketing strategies, evoking emotional resonance and shaping consumer behavior. Existing research has focused on information dissemination and key opinion leaders but lacks systematic analysis of emotional content's internal mechanisms. This study addresses this gap by examining emotional involvement and perceived

diagnosticity as mediators.

1.1 Research Background and Significance

With the rapid development of social media, emotionally driven content has become a key component in brands' content marketing strategies. Users on these platforms are not only interested in the product itself but also in the emotional resonance evoked by the content. Particularly on content-based platforms like Rednote, the emotional tone conveyed through text, images, or videos significantly influences users' perceptions and adoption behavior.

However, existing research has primarily focused

on information dissemination paths, user profiling, or the influence of key opinion leaders (KOLs), while lacking systematic investigation into the internal mechanisms through which emotional content impacts consumer decision-making. This gap is especially evident from a marketing-oriented perspective. To address this, the present study adopts the Stimulus-Organism-Response (S-O-R) theoretical framework to explore the impact of emotional content features on consumers' product adoption intention, aiming to fill this theoretical gap and offer practical insights for brand content design.

1.2 Research Questions and Objectives

This study seeks to answer the following research questions:

- (1) How do emotional content features on social platforms influence users' emotional involvement?
- (2) Does emotional involvement trigger cognitive responses that enhance product adoption intention?
- (3) Does perceived diagnostic serve as a mediating factor between cognition and behavior?

The objectives include constructing an S-O-R-based model, empirically testing variable relationships, and providing actionable recommendations.

1.3 Research Approach and Methodology

This study targets Rednote users as the main research population and adopts a questionnaire-based survey method to collect data. All variables are measured using validated English scales. Excel and SPSS are used for data processing and statistical analysis, including reliability, validity, and path regression testing.

The theoretical foundation is built upon the S-O-R model, where emotional content features serve as the stimulus (S), emotional involvement and perceived diagnosticity act as organismic mediators (O), and product adoption intention represents the response (R). Based on this framework, research hypotheses and the conceptual model are developed.

1.4 Research Contributions and Thesis Structure

This study introduces an emotional marketing perspective, integrates cognitive mediators into the S-O-R model, and uses validated English scales for international applicability. The paper is structured as follows: Section 2 outlines the theoretical foundation and model; Section 3 details the methodology; Section 4 presents results; Section 5 discusses conclusions and implications.

2. Theoretical Foundation

The S-O-R model, proposed by Mehrabian and Russell (1974), posits that external stimuli influence internal psychological processes, leading to behavioral responses. In this study, emotional content serves as the stimulus, emotional involvement and perceived diagnosticity as organismic mediators, and product adoption intention as the response [1].

2.1 Theoretical Foundation

This study constructs its analytical framework based on the Stimulus-Organism-Response (S-O-R) model to explain the mechanism by which emotional content on social media platforms influences consumer adoption intention.

Originally proposed by psychologists Mehrabian and Russell (1974), the S-O-R model posits that external stimuli (S) influence internal psychological processes (O), which in turn lead to behavioral responses (R). In the context of consumer behavior research, the model has been widely applied to explain how advertising, product display, and online environments affect users' attitudes and purchasing decisions (Jacon, 2002).

Within the scope of this study, the three core components of the S-O-R model are conceptualized as follows:

Stimulus (S): The perceived emotional intensity of social media content serves as the external stimulus. This refers to the density, strength, and infectiousness of emotional expressions that users perceive when engaging with the content.

Organism (O): This refers to the internal processing of emotional content by users. In this study, three dimensions are selected to represent the organism component: Emotional Involvement, Perceived Diagnosticity, and User Trust/Perceived Emotional Intensity.

Emotional Involvement refers to the degree of emotional resonance and engagement users experience upon initial exposure to content (Holbrook & Batra, 1987), representing the activation of emotional pathways.

Perceived Diagnosticity denotes users' perceived effectiveness of the content in aiding their judgment and decision-making (Wixom & Todd, 2005), reflecting cognitive pathway responses.

User Trust pertains to users' perception of the credibility and honesty of the content creator, serving as a stabilizing factor during the information adoption process (McKnight et al., 2002).

Response (R): This refers to the user's product adoption intention after emotional and cognitive processing, including their willingness to purchase, try, or recommend the product.

The selection of these three organism-level variables aims

to provide a more comprehensive understanding of the psychological transformation pathway from emotional resonance to cognitive activation and attitudinal consolidation. This also addresses the gaps in previous communication studies, which have often overlooked the underlying psychological mechanisms driving user behavior.

2.2 Model Construction Logic

To further explore how emotional content on social media platforms influences consumers' product adoption intentions, this study constructs a well-structured path model grounded in the Stimulus-Organism-Response (S-O-R) framework.

At the Stimulus (S) level, users of Rednote are first exposed to content characterized by high emotional appeal. They then perceive the emotional intensity (Perceived Emotional Intensity) of the content, which serves as the external stimulus that triggers subsequent internal psychological processes.

At the Organism (O) level, users undergo a series of internal cognitive and emotional processing stages, which are captured through three dimensions: Emotional Involvement, Perceived Diagnosticity, and User Trust. These three dimensions represent distinct psychological response channels:

Emotional Pathway – Emotional Involvement: This refers to the extent to which users are emotionally engaged or

moved by the content.

Cognitive Pathway – Perceived Diagnosticity: This reflects users' perception of the content's usefulness in supporting their evaluation and judgment.

Trust Pathway – User Trust: This indicates the degree to which users perceive the content creator as credible and professionally motivated.

These three organism-level variables act as mediators, representing users' emotional, cognitive, and social-psychological responses to the stimulus. Prior research has demonstrated that these factors significantly influence behavioral tendencies, thereby serving as a bridge to the response phase.

At the Response (R) level, the outcome variable is Product Adoption Intention, which assesses the user's willingness to try, purchase, or recommend the product featured in the content.

Based on the above logic, this study proposes that emotional content influences consumer behavior through a sequential pathway:

Perceived Emotional Intensity → Emotional Involvement → Perceived Diagnosticity/User Trust → Product Adoption Intention.

Accordingly, a comprehensive theoretical model is constructed to illustrate the hypothesized mechanism of influence:

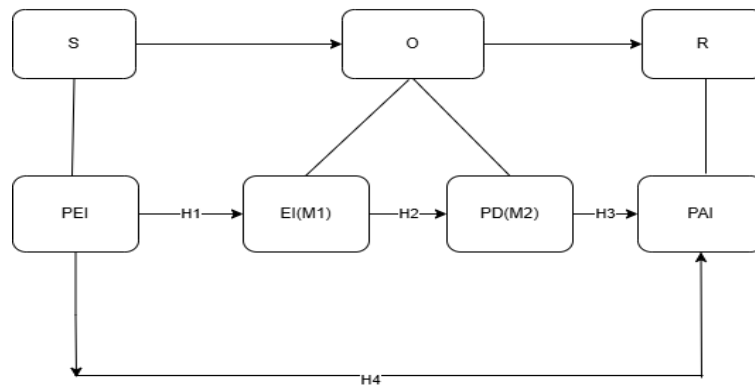


Figure 1. Theoretical Framework Based On The S-O-R Model

2.3 Definition of Core Variables and Theoretical Foundations

This study includes five core variables, as previously introduced, all of which are adapted from established literature and adjusted to fit the context of social media marketing. The definitions and corresponding sources are as follows:

Perceived Emotional Intensity: Refers to the extent to which users subjectively perceive the strength, vividness, and emotional expressiveness of content on social media

platforms. This variable represents the initial impression and intuitive perception of external stimuli in the user's cognition and serves as the "Stimulus (S)" in the S-O-R model (Mehrabian & Russell, 1974). The measurement items are adapted from Bagozzi et al. (1999) and Ferrara et al. (2015), focusing on emotional tones, language intensity, and imagery conveyed in textual and visual content.

Emotional Involvement: Defined as the degree of emotional focus and psychological engagement that individuals experience when exposed to information, reflecting

whether users feel emotionally “touched,” empathize with, or resonate with the content. This is classified as the emotional processing variable under the “Organism (O)” in the S-O-R model. The concept originates from Holbrook & Batra (1987) and has been widely applied in advertising and emotional marketing contexts (Escalas & Stern, 2003). On platforms like Xiaohongshu, emotionally resonant first-person narratives often trigger emotional involvement, which subsequently enhances users’ behavioral intentions.

Perceived Diagnosticity: Refers to the extent to which users perceive that the content helps them make informed judgments or decisions—essentially, the perceived usefulness and credibility of information. It functions as a cognitive processing variable under the “Organism (O)” in the S-O-R framework (Wixom & Todd, 2005). On social media, the more specific and relatable the content is to users’ real-life scenarios, the stronger the perceived diagnosticity, thereby increasing the likelihood of product adoption.

User Trust: Denotes users’ stable psychological expectations regarding the content creator’s intentions, expertise, and trustworthiness. Often viewed as a mediating variable connecting cognition and behavioral decision-making (McKnight et al., 2002), this variable is positioned in the “Organism (O)” layer in this study. It reflects the sense of social affiliation and psychological safety established through emotional content. When users develop trust in the content creator, they are more likely to accept the recommended products.

Product Adoption Intention: Refers to the user’s willingness to purchase, try, or share a product based on the recommendations provided in the content. This is the final “Response (R)” variable in the S-O-R framework. It derives from Ajzen’s (1991) Theory of Planned Behavior and has been widely applied in online marketing and social media “grass-planting” research. It represents the direct behavioral outcome influenced by emotional content.

2.4 Hypotheses Development

To explore the mechanism by which emotional content on social media platforms influences consumers’ product adoption intentions, this study proposes the following eight hypotheses based on the theoretical framework:

Effects of Perceived Emotional Intensity on Mediating Variables

H1: Perceived emotional intensity positively influences emotional involvement.

H2: Emotional involvement positively influences perceived diagnosticity.

H3: Perceived diagnosticity positively influences product adoption intention.

H4: Perceived emotional intensity positively influences product adoption intention.

Effects of Mediating Variables on Product Adoption Intention

H1a: Emotional involvement mediates the relationship between perceived emotional intensity and perceived diagnosticity.

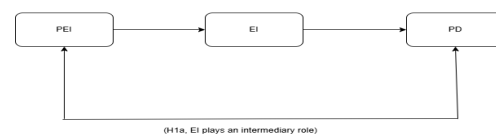


Figure 2. The H1a model

H2a: Perceived diagnosticity mediates the relationship between emotional involvement and product adoption intention.

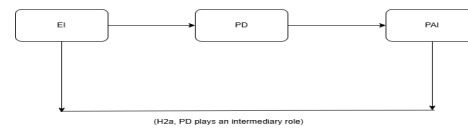


Figure 3. The H2a Model

H3a: Emotional involvement and perceived diagnosticity jointly predict product adoption intention.

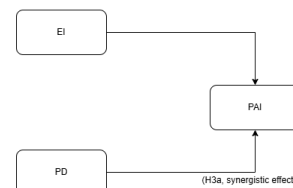


Figure 4. The H3a Model

H4a: Emotional involvement and perceived diagnosticity sequentially mediate the relationship between perceived emotional intensity and product adoption intention.



Figure 5. The H4a Model

3. Methodology

3.1 Research Subjects and Data Sources

This study focuses on users of the social media platform Rednote, with the primary aim of examining their psychological and behavioral responses in terms of product adoption intention after being exposed to high-emotional-content posts. As a platform dominated by emotional expression and user-generated content (UGC), Rednote is characterized by a distinctive “emotion-driven consumption” pattern. The emotional resonance and cognitive judgments formed by users while browsing text-and-image or video content constitute the core context of this research. Data were collected through an online questionnaire survey, distributed via the Wenjuanxing (a Chinese online survey platform) platform. The target population comprised active Rednote users aged between 18 and 35 across China. The survey was completed anonymously in a self-administered format. To ensure the sample quality, the questionnaire incorporated a minimum completion time threshold and logical verification questions, followed by the removal of invalid responses.

The target number of valid responses was set at over 300, meeting the basic sample size requirements of Structural Equation Modeling (SEM) while ensuring statistical stability and representativeness. Data collection took place from late July to mid-August 2025, using a combined approach of rolling release and viral distribution through social networks.

3.2 Questionnaire Design and Variable Measurement

This study incorporates four variables: Emotional Information Characteristics, Emotional Involvement, Perceived Diagnosticity, and Product Adoption Intention.

To make sure the reliability and validity of the measurements, all variable scales were adapted from well-established instruments in previous research and were appropriately modified to fit the context of this study. The variable names in the measurement section remain consistent with those in the theoretical model, while the original names are retained in the literature references and scale citations. The specific correspondence between variables is illustrated in the following figure:

Table 1. Variable Measurement

Variables	Scale Source	Measurement Items
Emotional Content Features	Bagozzi et al.(1999);Ferrara et al.(2015)	1.The content expressed strong emotion. 2.The emotional tone of the post was intense. 3. I could feel the emotional power behind the content. 4.The post used vivid emotional language
Emotion Involvement	Holbrook&Batra(1987); Edell & Burke(1987)	1.I felt emotionally connected to the content 2. The post evoked strong feelings in me. 3. I was absorbed in the emotional aspects of the content. 4. I felt personally involved with the emotions conveyed.
Perceived Diagnosis	Park et al.(2007);Wixom&Todd(2005)	1. The content helped me make a more informed decision. 2. The information provided was useful for evaluating the product. 3. I found the post informative and insightful. 4. The content clarified the strengths and weaknesses of the product.
Product Adoption Intention	Dodds et al.(1991);Erkan&Evans(2016)	1. I intended to try the product after viewing the content. 2. I am likely to purchase the product featured in the post. 3. I would recommend this product to others. 4. I would consider using this product in the future.

All the variables are using 5-point Likert scale: 1=Strongly disagree; 5= Strongly agree.

3.3 Data Collection and Preprocessing

To test the proposed research model and hypotheses, this study adopts a structured questionnaire to collect quantitative data with preciseness and representativeness. The questionnaire are basically consists of two parts:

The first part captures basic demographic information, like gender, age, education level, frequency of social media usage.

The second part contains measurement items for the four key variables: emotional involvement, emotional

content features, perceived diagnosis and product adoption intention. All items are measured on a 5-point Likert scale (1=strongly disagree, 5=strongly agree).

The questionnaire will be distributed online, with the social media platform rednote as the primary channel. The survey link is generated via the Wenjuanxing tool and further disseminated through social groups and personal networks.

Data preprocessing procedures include:

Eliminating responses with completion time under 60 seconds or evident response patterns, like straight-lining.

Encoding all scale items as positively keyed.

Winsorizing outliers to ensure variable normality.

Handling missing values via mean imputation.

Evaluating the demographic structure of the sample to ensure diversity and generalizability.

All data processing and cleaning will be conducted using Excel and SPSS, laying the foundation for subsequent reliability testing and structural equation modeling.

3.4 Reliability and Validity Test

To ensure the quality and robustness of the measurement model, both reliability and validity of the constructs were tested.

Reliability was assessed using Cronbach's Alpha and Composite Reliability. A Cronbach's Alpha value above 0.70 indicates acceptable internal consistency. In this study, all constructs met this criterion, demonstrating high reliability. The CR values also exceeded the threshold of 0.70, further supporting the internal consistency of the measurement items.

Convergent validity was evaluated through the Average Variance Extracted. According to Fornell and Larcker (1981), an AVE value above 0.50 is indicative of acceptable convergent validity. The results showed that all constructs had AVE values above this standard, confirming the convergence of the latent variables.

Discriminant validity was tested using the Fornell-Larcker criterion, where the square root of each construct's AVE should be greater than its correlation with any other construct. The findings confirmed that each construct was empirically distinct from the others.

Together, these results confirm that the measurement scales used in this study are both reliable and valid for subsequent analysis.

3.5 Descriptive Statistics Analysis

To gain an initial understanding of the sample and variables, a descriptive statistics analysis was conducted. This analysis includes the mean, standard deviation, minimum and maximum values of all measured constructs.

To ensure the quality of the data, in the data preprocessing stage of this study, invalid questionnaires with significantly short response times (less than 20 seconds) or highly consistent answers were excluded. As a result, a total of 290 valid samples were obtained.

3.4 Data Analysis Method

3.4.1 Data Analysis Tool

In this study, SPSS 23.0 was utilized to perform statistical analyses on the valid responses collected through the survey. Initial data cleaning was conducted in Excel, where invalid responses or those completed in less than 20 seconds were excluded. The cleaned data were then imported into SPSS for descriptive statistics, reliability and validity tests, correlation analysis, multiple regression and mediation analysis.

3.4.2 Data analysis steps and methods

The following analysis techniques were applied to empirically test the research hypotheses:

Descriptive analysis of demographic variables.

Reliability and validity tests using Cronbach's alpha and KMO/Bartlett tests.

Pearson correlation analysis to examine relationships between variables.

Multiple regression analysis to test the direct effects of independent variables.

Mediation analysis using PROCESS macro (Model 4 and Model 6) to explore indirect and chained mediation effects.

4. Result

Presenting the empirical findings from the data analysis.

4.1 Descriptive Statistics

To provide an overview of the respondents and to understand the overall distribution of key variables, descriptive statistical analysis was conducted on the 290 valid responses collected. The analysis focused on the mean, standard deviation, minimum, and maximum values of four core variables: emotional involvement, perceived diagnosticity, perceived emotional intensity, and product adoption intention.

The average values of all four variables were relatively high, indicating that people tend to show emotional involvement when browsing content on social media platforms. They also exhibit a certain level of perceived diagnosticity and emotional intensity, and demonstrate a positive intention toward product adoption. Among the four variables, perceived diagnosticity had the smallest standard deviation, suggesting a more concentrated dis-

tribution. In contrast, emotional involvement, perceived emotional intensity and product adoption intention exhibited slightly larger standard deviations (some exceeding

1), indicating greater internal variability, which may be attributed to individual differences in content perception.

Table 2. Descriptive Statistics of Main Variables (N=291)

		emo	diag	Pei(PEI)	adopt
Total	valid	291	291	291	291
	lack	0	0	0	0
Mean		3.5601	3.5825	3.6375	3.5258
Std.Dev.(SD)		1.07210	0.98462	1.03412	1.03982
MIN		1.00	1.00	1.00	1.00
Max		5.00	5.00	5.00	5.00

4.2 Reliability Analysis

To evaluate the internal consistency of the measurement

scales, Cronbach's alpha coefficients were calculated for the four core variables.

Variables:

Table 3. Reliability Testing Analysis of Emotional involvement

Reliability Testing	
Cronbach's Alpha	terms
0.909	4

Table 4. Reliability Testing Analysis of Perceived Diagnosticity

Reliability Testing	
Cronbach's Alpha	Terms
0.894	4

Table 5. Reliability Testing Analysis of Perceived Emotional Intensity

Reliability Testing	
Cronbach's Alpha	Terms
0.915	4

Table 6. Reliability Testing Analysis of Product Adoption Intention

Reliability Testing	
Cronbach's Alpha	Terms
0.908	4

The Cronbach's alpha values for all constructs exceed the commonly accepted threshold of 0.8, indicating acceptable to excellent internal reliability (Nunnally, 1978).

4.3 Correlation Analysis

To examine the linear relationships between variables, a

Pearson correlation analysis was conducted among Emotional Involvement, Perceived Diagnosticity, Perceived Emotional Intensity, and Product Adoption Intention. The results are presented underneath.

Table 7. Correlation Analysis of Main Variables

Correlation		EI	PAI	PEI	DIAG
EI	Pearson correlation	1	0.658**	0.651**	0.681**
	SD		000	000	000
	N	291	291	291	291
PAI	Pearson correlation	0.658**	1	0.636**	0.574**
	SD	000		000	000
	N	291	291	291	291
PEI	Pearson correlation	0.651**	0.636**	1	0.609**
	SD	000	000		000
	N	291	291	291	291
DIAG	Pearson correlation	0.681**	0.574**	0.609**	1
	SD	000	000	000	
	N	291	291	291	291

** . Under 0.01, The correlation is significant.

Emotional Involvement was significantly and positively correlated with Product Adoption Intention ($r = 0.658$, $p < 0.01$), suggesting that higher emotional engagement tends to increase consumers' willingness to adopt a product.

Perceived Diagnosticity was positively correlated with Product Adoption Intention ($r = 0.574$, $p < 0.01$), indicating that consumers who perceive the content as more informative are more likely to adopt the product.

Perceived Emotional Intensity also showed a moderate positive correlation with Product Adoption Intention ($r = 0.636$, $p < 0.01$), implying that stronger perception of emotional intensity may influence consumers' decision-making.

Moreover, all independent variables are moderately correlated with each other, but none of the correlation coefficients exceeded 0.7, indicating no severe multicollinearity concern and supporting the validity of further regression and mediation analyses.

4.4 Regression Equation and Hypothesis Verification

This study first examined the effect of perceived emotional intensity on emotional involvement. The regression analysis indicated a significant positive relationship ($\beta = 0.651$, $p < 0.001$), supporting H1.

Furthermore, the study explored the effect of emotional involvement on perceived diagnosticity. The findings demonstrated a significant positive impact ($\beta = 0.681$, $p < 0.001$), confirming H2.

The study then tested the effect of perceived diagnosticity on product adoption intention. The regression results indi-

cated a significant positive influence ($\beta = 0.574$, $t = 11.912$, $p < 0.001$), the more users consider the content to have information value, the more likely they are to have an actual intention to adopt the product, supporting H3.

And finally, the study assessed whether perceived emotional intensity directly influences product adoption intention. The results showed a significant positive relationship ($\beta = 0.636$, $t = 14.005$, $p < 0.001$). This indicates that when users are stimulated by stronger emotional information, they are more likely to develop a desire to purchase the products mentioned in the content, supporting H4.

H1a verification

The mediation analysis reveals that emotional involvement significantly mediates the effect of perceived emotional intensity on perceived diagnosticity (indirect effect = 0.3063, 95% bootstrap CI [0.2257, 0.3897]). Since the confidence interval does not include zero, Hypothesis H1a is supported, suggesting that higher emotional intensity leads to greater involvement, which in turn enhances users' perception of content diagnosticity.

H2a verification

The mediation analysis indicates that perceived diagnosticity significantly mediates the relationship between emotional involvement and product adoption intention (indirect effect = 0.1550, 95% bootstrap CI [0.0726, 0.2365]). As the confidence interval does not contain zero, Hypothesis H2a is supported. This suggests that emotionally engaged users are more likely to perceive content as informative and credible, which enhances their intention to adopt the associated product.

H3a verification

Regression results showed that both emotional involve-

ment($\beta=0.498$, $p<0.05$) and perceived diagnosticity ($\beta=0.235$, $p<0.05$) significantly and positively predicted adoption intention. Therefore, Hypothesis H3a is supported.

H4a verification

To examine the chain mediation effect of emotional involvement on product adoption intention through perceived emotional intensity and perceived diagnosticity, PROCESS Model 6 was applied. The results indicated that the indirect effect was significant ($ab = 0.0437$, BootLLCI = 0.0049, BootULCI = 0.0845), with the 95% confidence interval excluding zero. This supports Hypothesis H4a, suggesting that emotional involvement enhances product adoption intention via the sequential mediation of emotional intensity and diagnosticity.

5. conclusion

Within the framework of the S-O-R (Stimulus-Organism-Response) theory, this research delved into the influence pathway of emotional content on social platforms regarding college students' product adoption intention. By analyzing 330 valid questionnaires, the following findings were obtained:

First, perceived emotional intensity exerted a significant and positive influence on emotional involvement (H1). This implies that the stronger the audience's perception of emotional tension within the content, the higher the likelihood of their engaged response.

Second, emotional involvement was found to positively predict perceived diagnosticity (H2). That is, when users become emotionally immersed, they tend to believe that the content holds informational value.

Third, perceived diagnosticity had a positive impact on product adoption intention (H3). In other words, when users cognitively recognize the content as being referential, they are more likely to accept the product recommendations contained therein.

Finally, perceived emotional intensity directly and positively influenced product adoption intention (H4), further validating the direct effect of emotional content in consumer decision-making processes.

Moreover, this study confirmed three significant mediating pathways: emotional involvement served as a mediator between perceived emotional intensity and perceived diagnosticity (H1a); perceived diagnosticity mediated between emotional involvement and product adoption intention (H2a);

And emotional involvement and perceived diagnosticity formed a chain mediation linking perceived emotional intensity and product adoption intention (H4a). Simultaneously, emotional involvement and perceived diagnostic-

ity together predicted product adoption intention (H3a). The overall model exhibited a clear logical structure, and the paths were significant, thus validating the key emotion-driven mechanism in the "grass-planting" dissemination on social platforms.

5.1 Theoretical Contributions

This study makes several theoretical contributions to the literature on consumer behavior and emotional marketing. First, by applying the Stimulus-Organism-Response framework, this research extends its application to the context of emotional content on social media, especially in explaining how emotional stimuli influence product adoption intention. It enriches the understanding of the emotional path in digital "seeding" strategies.

Second, the study introduces and empirically tests the mediating roles of emotional involvement and perceived diagnosticity, clarifying the inner psychological mechanisms through which emotional content affects consumer decisions. These findings deepen the theoretical insights into the emotional-cognitive dual-path model in online marketing.

Third, by focusing primarily on university students as the main sample group, this study captures the emotional and cognitive responses of a digitally native generation that is highly engaged with social media content. Although the findings may not fully generalize to working professionals, they offer valuable insights into how emotional content resonates with young consumers, who are often early adopters and trend amplifiers in digital marketing environments.

Overall, this research contributes to bridging emotional marketing, social media persuasion, and consumer decision-making theory, offering a refined conceptual lens for future academic inquiry.

5.2 Practical Implications

This study provides practical guidance for marketing professionals and content creators operating on social media platforms.

First, the significant role of perceived emotional intensity and emotional involvement suggests that emotionally charged content is more likely to engage consumers and influence their cognitive evaluation.

Therefore, brands should strategically design emotionally resonant messages to enhance consumer attention and emotional connection.

Second, the mediating role of perceived diagnosticity indicates that information clarity and credibility are critical for driving product adoption intentions. Thus, ensuring that emotional content also provides valuable and trustworthy

information can help convert interest into action.

Finally, understanding the chain mediation effect underscores the importance of integrating both emotional and rational appeals in marketing strategies to influence consumer decision-making more effectively.

5.3 Limitations

Despite its contributions, this study has several limitations. First, the sample is primarily composed of university students, which may limit the generalizability of the findings to broader consumer groups, especially older or working populations.

Second, the self-reported nature of questionnaire data may introduce potential bias, such as social desirability or inaccurate self-assessment.

Third, the study adopts a cross-sectional design, which constrains the ability to infer causality between variables. Future research could consider longitudinal or experimental methods to validate the proposed relationships.

References

- [1] Mehrabian, A., Russell, J.A. (1974) *An Approach to Environmental Psychology*. MIT Press, Cambridge.
- [2] Holbrook, M.B., Batra, R. (1987) Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. *J. Consum. Res.*, 14: 404–420.
- [3] Wixom, B.H., Todd, P.A. (2005) A Theoretical Integration of User Satisfaction and Technology Acceptance. *Inf. Syst. Res.*, 16: 85–102.
- [4] McKnight, D.H., Choudhury, V., Kacmar, C. (2002) Developing and Validating Trust Measures for e-Commerce. *Inf. Syst. Res.*, 13: 334–359.
- [5] Bagozzi, R.P., Gopinath, M., Nyer, P.U. (1999) The Role of Emotions in Marketing. *J. Acad. Mark. Sci.*, 27: 184–206.
- [6] Dodds, W.B., Monroe, K.B., Grewal, D. (1991) Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *J. Mark. Res.*, 28: 307–319.
- [7] Fornell, C., Larcker, D.F. (1981) Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *J. Mark. Res.*, 18: 39–50.
- [8] Nunnally, J.C. (1978) *Psychometric Theory*. McGraw-Hill, New York.