

Research on the Impact and Strategies of Digital Marketing and Product Innovation on Interest-Based E-Commerce

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Abstract: In the current shift to interest-based e-commerce, businesses are struggling with higher acquisition costs and homogeneous products. This study utilizes the ADO framework to examine how digital marketing and product innovation catalyze interest-led commerce, emphasizing the mediation of emotional value. We find that digital scenes and emotional product carriers work together to create emotional value, turning consumption into a ritual of healing and identity. By proposing specific pathways for emotional engagement and private domain growth, this paper provides both a theoretical base for future research and practical solutions for surviving saturated markets.

Keywords: Digital marketing; Product innovation; Interest-based e-commerce; Emotional value

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1. Introduction

The Chinese e-commerce sector is currently navigating a fundamental shift, moving away from conventional “search-and-buy” shelf models toward an interest-centric paradigm. As the market approaches a 1.6 trillion RMB ceiling by 2025, the sheer scale of 1.123 billion users has paradoxically made growth more difficult, with brands wrestling with soaring traffic expenses and intense product homogenization. Rather than treating digital marketing and product innovation as separate functions, this study views them as interconnected catalysts for competitiveness that coalesce around “emotional value.” Here, AI-driven sensory engagement meets the cultural symbolism of innovative goods ^[1,2]. Utilizing the ADO (Antecedents-Decisions-Outcomes) lens, we unpack the internal logic of interest-based conversion, providing a strategic blueprint for firms to sustain growth within an increasingly crowded digital economy.

2. Literature review

This chapter synthesizes existing research on digital marketing, product innovation, and interest-based

e-commerce through the ADO lens. By positioning digital marketing and product innovation as Antecedents (A), emotional value as the Decision/Psychological variable (D), and e-commerce transformation as the Outcome (O), the review delineates the underlying causal mechanics. This structured synthesis shifts from simple description to a critical analysis of how corporate stimuli translate into market results via psychological mediation.

2.1. Theoretical foundation: Using the ADO framework

Grounded in the ADO framework, our analysis maps how interest e-commerce operates through a rigorous causal chain. Here, digital marketing and product innovation function as the initial triggers (Antecedents), with emotional value serving as the mediating psychological process (Decisions) that steers users toward the final Outcome of interest-based conversion. This logic suggests that the efficacy of corporate stimuli depends on their ability to resonate emotionally, effectively converting psychological involvement into measurable results. By employing this approach, the study clarifies the “internal workings” of consumer psychology. Such a structured perspective allows us to demystify the internal psychological mechanics that turn external strategic inputs into specific consumer behaviors.

2.2. Literature review on interest-based e-commerce

Interest-based models pivot from search-based discovery to interest-targeted engagement, signaling a fundamental shift in the e-commerce paradigm. Recent scholarship highlights a core evolution: matching latent consumer needs with platform offerings through high-frequency interactive media. **Table 1** synthesizes these foundational studies, establishing the logical baseline for analyzing this new mechanical reality.

Moving beyond mere platform migration, interest-based e-commerce is algorithmically fueled, threading consumption motivations directly into narrative content. This integration disrupts traditional commercial logic, replacing passive browsing with intentional, content-driven stimulation.

Spatially, static “shelves” yield to fluid “scene flows”, reflecting an unbounded expansion of the consumption field ^[3]. Wu identifies these “content-driven needs” as environmental stimuli that catalyze purchase intent, fundamentally reshaping the spatial boundaries of the digital marketplace ^[4].

Interactive attributes catalyze emotional rituals that transcend simple information transfer. Diao demonstrate how host cues and real-time feedback anchor attention within a social-emotional matrix ^[5]. Building on Interactive Ritual Chain (IRC) theory, Huang show how live-streaming environments efficiently accumulate “emotional energy” ^[6]. Live streaming stimulates the state of the body, where what users purchase is a certain identity or symbol ^[7].

The shift from “active search” to “algorithm-triggered” establishes a “goods-find-people” paradigm that awakens dormant demand via content. This influence penetrates the entire industrial chain, forcing enterprises to embed “interest touchpoints” into the R&D stage to synchronize with the “multi-period dynamic interests” identified by big data ^[8,9].

Table 1. Literature review on interest-based e-commerce

Author	Time	Concepts and perspectives
Fan &Jiang ^[3]	2025	The Scene Flow Theory: Interest-based e-commerce breaks the boundary between “content” and “shelves”, achieving multi-domain interaction.
Diao & Li ^[5]	2025	Consumers’ attention is distributed between internal and external factors. Social cues force the capture of attention, thereby promoting the formation of consumption intentions.

Shenlun Wu ^[4]	2024	Content necessity theory: Substantial content generates consumer demand.
Gao & Zhu ^[8]	2023	The theory of full-chain industrial development: Interest-based e-commerce is not merely about selling products at the front end. It actively identifies consumer demands by “finding the people with the products”, and then drives the research and production of enterprises in reverse.
Zhu et al. ^[9]	2023	User interests are dynamically fluctuating. Capturing users’ micro-behaviors can precisely represent their real-time interests.
Huang et al. ^[6]	2023	The live streaming room is an “interactive ritual chain”, generating emotional energy and group symbols.
Pan & Li ^[7]	2023	Live streaming stimulates the state of the body. What users purchase is a certain identity or symbol.

Ultimately, interest e-commerce converts marketing and innovation into conduits that bind attention to interest. By reshaping perception through digital activity, these strategies elevate products beyond functional utility, imbuing them with profound emotional value in the consumer’s consciousness.

2.3. Literature review on digital marketing

Digital marketing’s identity is migrating from a technical instrument to an emotional conduit anchored in expansive reach. By synthesizing contemporary literature tabulated in **Table 2**, this section delineates a theoretical framework for assessing digital marketing’s impact on interest-driven e-commerce.

Contemporary scholarship positions emotional value as the decisive mediator between digital outreach and e-commerce conversion. This transition stems from a multi-layered synergy of technological progress and interactive depth, forming a logic that transcends traditional transactional models.

Technological iterations dictate the trajectory of digital marketing ^[10]. Within the Web 3.0 landscape, big data and algorithms transcend distribution logistics to engineer “exciting experiences” that direct consumer choice. Thus, marketing has shifted from sheer execution to “value creation through interaction”, cementing the bond between brand and user ^[11].

Modern marketing efficacy hinges on igniting symbolic desires within digital landscapes rather than accumulating raw traffic ^[12]. Multimodal formats, notably short videos, facilitate “sensory coupling” through synchronized stimuli, triggering an emotional resonance that is acutely evident among Generation Z ^[1,13].

Platform identification and trust-building are fundamentally underpinned by the resonance effects of precise targeting, a mechanism that identifies as critical for anchoring emotional value ^[14]. Such affective frameworks are further fortified within private-domain ecosystems; in these spaces, recursive social exchange effectively transmutes raw user participation into durable brand allegiance ^[15].

Strategic priorities are drifting from profit maximization toward “value co-creation,” utilizing digital infrastructure to bridge the enterprise-consumer divide ^[16]. Leveraging massive data streams for real-time responsiveness, these multi-platform matrices create the structural pathways necessary for interest-based e-commerce ^[17,18].

Table 2. Literature review on digital marketing

Author	Time	Concepts and perspectives
Wei et al. ^[12]	2025	Utilizing AI and scene fragmentation to achieve emotional resonance, and through symbol creation and scene innovation to meet consumers’ emotional needs.
Wang et al. ^[11]	2024	Digital marketing goes beyond the mere application of technology and evolves into value creation based on interaction.
Li & Sun ^[18]	2024	The “full-chain” coverage achieved by the multi-platform matrix provides a reach path for interest-based e-commerce.

Qiao et al. ^[17]	2024	The primary function of digital marketing is to generate a large amount of user data and market information.
Chen & Shen ^[11]	2024	Short videos and interactive technologies create sensory coupling, thereby promoting emotional resonance.
Chao Zhou ^[13]	2024	Summarize the motivational factors for the social and aesthetic resonance among the Z-generation.
Wang et al. ^[15]	2024	Private community operation enables users to develop a high level of brand loyalty and strong relationships through interaction.
Huabei Chen ^[16]	2024	Digital technology has driven enterprises' strategies to shift from maximizing profits to creating value together with consumers.
Wen & Wei ^[14]	2024	Precise targeting creates a resonance effect, by which resonant content strengthens users' trust and identification with the platform, thereby enhancing emotional value.
Wang et al. ^[10]	2023	Digital marketing is evolving towards algorithms and intelligence in the Web 3.0 era. Customer motivational experiences and emotional factors will directly or indirectly influence consumer behavior.

2.4. Literature review on product innovation

In today's saturated, homogeneous markets, products have evolved from isolated physical entities into carriers of aesthetic, social, and self-identity meanings. This section reviews cutting-edge innovation theories summarized in **Table 3**, to establish the intrinsic link between product evolution and emotional value, grounding the subsequent analysis of their correlation.

Product innovation has demonstrably shifted from functional utility toward emotional resonance and user experience. This section delineates a three-dimensional logical path where innovation drives interest-based e-commerce, with emotional value serving as the pivotal intermediary.

Innovation transforms products into cultural vessels. Zang argue that infusing cultural elements grants products a competitive edge that transcends basic utility, satisfying deep-seated aesthetic demands ^[19]. Study by Yu further confirms that symbolic additions (e.g., traditional motifs) reshape consumer perception, elevating commodities into emotional carriers that enhance brand evaluation ^[2].

Big data enables rapid, iterative innovation that aligns products with user psychology. Digital intelligence sharpens data collection efficiency, while platform-shared analytics reduce costs and improve market fit ^[20,21]. This ensures products precisely hit consumer preferences throughout their lifecycle, framing innovation as an incremental evolution driven by user experience ^[22].

Innovation triggers sensory and cognitive drivers that dictate purchase intent. Beyond building reputation, innovation determines the "psychological premium" consumers are willing to pay ^[23,24]. Disruptive breakthroughs directly boost intentions by fostering trust and favorability, transforming initial stimulation into concrete consumption results ^[25]. Product innovation enhances consumers' perception of the brand, and indirectly drives purchase intention by increasing their favorability and trust ^[26].

Table 3. Literature review on product innovation

Author	Time	Concepts and perspectives
Xiao et al. ^[20]	2025	Digital and intelligent technologies are the core driving force behind product innovation.
Xu et al. ^[24]	2025	The argument is that consumers' preference for product innovation can significantly increase product prices, and it also indicates that this preference accelerates the market spread of innovation.
Ma & Gu ^[22]	2024	Product innovation is not static; rather, it is a gradual evolution driven by user experience, achieving a balance between commercialization and experience.
Xing et al. ^[21]	2024	Product innovation is not static; rather, it is a gradual evolution driven by user experience, achieving a balance between commercialization and experience. Sharing consumer data on the platform can help reduce the cost of product innovation and improve the alignment between products and market demands.

Zhang & Bao ^[19]	2024	The transformation of cultural and creative products from functional items to cultural carriers lies in the infusion of culture, aiming to meet consumers' emotional and aesthetic needs.
Shi et al. ^[25]	2023	Disruptive product innovations increase consumers' willingness to purchase.
Yu et al. ^[2]	2023	Incorporating traditional cultural elements into the product can significantly enhance consumers' perception and evaluation of the brand.
Zhu et al. ^[23]	2022	The product's reputation is influenced by both the emotional path and the cognitive path.
Dun et al. ^[26]	2020	Product innovation enhances consumers' perception of the brand, and indirectly drives purchase intention by enhancing their favorability and trust.

Ultimately, in interest-based e-commerce, product innovation leverages form and cultural symbolism to construct emotional carriers. This process aligns products with modern inner demands, completing the vital transformation from functional utility to materialized emotional value.

2.5. Literature review on emotional value

Emotional value has transcended its status as a peripheral marketing byproduct to become a formidable strategic pivot, effectively closing the psychological gap between consumers and the corporate core. As spiritual fulfillment eclipses functional utility to define modern competitiveness, the convergence of digital marketing and product innovation (**Table 4**) now centers on this affective dimension.

Within the ecosystem of interest-based e-commerce, emotional value functions as a non-linear mediator that galvanizes behavioral conversion. This mechanism manifests through three specialized trajectories:

Initially, it triggers a cognitive reconfiguration. Beyond mere perception, emotional value crystallizes into a “consumption drive” where spiritual imperatives systematically override functional attributes^[27]. By anchoring to symbolic product meanings, consumers cultivate an inner fulfillment that serves as the ontological bedrock for the burgeoning emotional economy^[28].

Subsequently, it anchors decision-making via affective resonance. Through the radical remodeling of consumption scenarios^[29], the digital field orchestrates group-shared emotions, from nostalgic sentiment to the “healing” imperatives of the loneliness economy^[29,30]. These interactive anchors ensure that latent affect is precisely recalibrated into intentional e-commerce engagement.

Finally, the social dimension weaponizes consumption as “social currency.” Affinity-led interactions among youth demographics catalyze tribal identity, reframing purchasing logic as a tool for collective identity construction^[31,32]. In this framework, identity-mediated value chains facilitate the leap from idiosyncratic interest to aggregate group consumption. By symbolizing goods or services to identify, stimulate and satisfy emotional needs, this is a core element in the formation of the emotional economy^[33].

Table 4. Literature review on emotional value

Author	Time	Concepts and perspectives
Jie Sun ^[27]	2026	Emotional value is not only the subjective experience of consumers, but also drives economic growth and reflects the transformation of consumption from negative emotions to positive ones.
Shengzhi Liu ^[31]	2025	Interest-based social interaction drives emotional consumption to evolve into social currency, reshaping the consumption logic and strengthening the identification and psychological belonging within the youth subculture.
Yan & Wang ^[30]	2025	The emotional values of the youth group exhibit a feature of diversified demands, mainly manifested as reminiscing about childhood, expecting fulfillment, and healing from group loneliness.

Xinyuan Qin ^[29]	2025	The consumption environment reshapes the scenarios and enhances interactions, thereby creating positive emotional feedback for young people and stimulating shared emotions among the group. This enables participants to form psychological connections through resonance.
Xiaheng Zhang ^[33]	2025	By symbolizing goods or services to identify, stimulate and satisfy emotional needs, this is a core element in the formation of the emotional economy.
Wen & Wei ^[14]	2024	The prevalence of “emotional value” is the result of young people’s profound reconfiguration of their spiritual world and psychological levels in an accelerating and risky generational context.
Jin & He ^[28]	2024	Emotional value has become the “core criterion” for the youth group, serving as the value orientation in areas such as consumption, social interaction, and employment.
Junji Duan ^[32]	2024	Emotional value goes beyond the individual sensory experiences of young people and transforms into a profound carrier of meaning. It plays a crucial role as a key link in emotional identification, identity construction, and social relationships.

Ultimately, emotional value initiates a cascading logic: reformatting cognition into motivation, translating resonance into psychological scaffolding, and leveraging sociality to cement circle identity, thereby channeling raw psychological needs into the decisive behaviors that define the current e-commerce landscape.

2.6. Mechanism of action

Digital marketing and product innovation serve as the antecedent variables. The former achieves the capture of users’ attention and the connection of their awareness through precise data-driven distribution, content interaction on social media, and communication bridges for value co-creation. The latter constructs the emotional carrier of the product by injecting cultural or emotional symbols and upgrading the experience. It becomes an object of spiritual sustenance.

Emotional value, as a decision-making and psychological process variable, first reconfigures the meaning of users’ consumption decisions, changing consumers’ purchasing cognition. Then, digital marketing acts on the emotional intermediary process of interest-based e-commerce, that is, the interactive ritual chain in digital media, accumulating users’ emotional energy and generating emotional value. Finally, through digital marketing, it builds a circle of identity recognition, enabling consumers to convert their emotional energy into consumption decisions by using products with emotional carrier attributes, and to vent their emotional needs such as personal identity and sense of belonging, thereby obtaining psychological experience and satisfaction.

Interest-based e-commerce is the outcome variable, which is triggered by the emotional value resulting from the interaction of digital marketing and product innovation. Specifically, users interact with digital media and marketing content in the digital field, accumulating emotional energy during the process and obtaining a sense of identity and belonging under circle of identity recognition. Finally, it is released through purchasing products with emotional carrier attributes in the interest-based e-commerce model, completing the interest-based e-commerce consumption behavior. However, interest-based e-commerce does not serve as the end point of the chain. It uses data feedback from interaction with users to influence the front-end manufacturing of product innovation and the marketing strategies of digital marketing. It differs from the periodic feedback of traditional e-commerce, forming a dynamic and adjustable model with digital marketing and product innovation in a circular system (**Figure 1**).

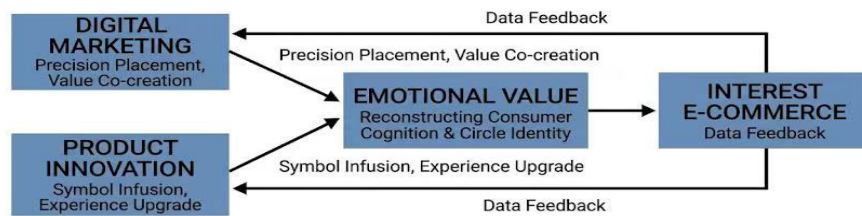


Figure 1. Mechanism diagram of the role of interest-based e-commerce.

2.7. Comprehensive review

Current scholarship tends to silo digital marketing, product innovation, and interest-based e-commerce into isolated categories, rarely peering beyond single-variable frameworks. This fragmentation leaves the synergy between marketing and innovation, and the “black box” of emotional value, largely a theoretical blind spot. By applying the ADO framework, this study crafts a dual-driven roadmap that integrates these forces. The goal is to move past existing academic inertia, offering a concrete strategy for firms to unlock incremental growth within today’s saturated markets.

3. Analysis of the influencing factors of digital marketing and product innovation on interest-based e-commerce

Exploring the synergy between digital marketing and product innovation reveals a dual-engine mechanism that synthesizes emotional value to steer consumer decisions. This interplay decodes the transformative process where raw digital engagement matures into intentional consumption and enduring brand resonance.

3.1. Precision targeting elevates digital marketing from a mere technical filter to an active interest-triggering mechanism

By decoding multi-period behavioral data, enterprises can bypass the noise of information overload to tap into latent user preferences. This strategic alignment cultivates stable “interest pools,” ensuring that fleeting digital attention hardens into a loyal audience base primed for emotional engagement.

3.2. Multi-modal media and high-frequency interaction bridge the chasm between raw interest and emotional value

Short videos and live streams utilize sensory immersion to dismantle psychological barriers, reframing marketing assets as “lifestyle projections.” Simultaneously, synchronous feedback loops, such as real-time comments-accumulate “emotional energy,” providing users with psychological compensation through identity and participation.

3.3. Product innovation materializes emotional value by imbuing commodities with “spiritual carrier” attributes

When enterprises embed aesthetic symbols and cultural anchors into the R&D process, they align material attributes with the consumer’s inner self-pursuit. This convergence allows products to function as embodied vessels for self-identification and spiritual sustenance rather than mere functional tools.

3.4. Emotional value shifts the paradigm of consumption from rational calculation to a psychological ritual

At the intersection of digital resonance and emotional product carriers, purchase decisions transition from cost-benefit analysis to spontaneous emotional release. Within this framework, buying becomes a symbolic act for self-actualization, fulfilling deep-seated spiritual needs through the ritual of interest-based commerce.

3.5. The synergy between marketing and innovation fosters a “value co-creation” ecosystem that anchors brand loyalty

Digital channels flip the consumer’s role from a passive target to an active brand co-creator through real-time feedback. This collaborative model, powered by community interaction, reinforces brand stickiness and transforms the product into a persistent medium for long-term emotional mutual assistance.

4. Implementation path and strategies

This chapter operationalizes theoretical logic into concrete business schemes. It identifies three execution paths, digital marketing triggers, product innovation carriers, and e-commerce data loops, before outlining five-dimensional strategies to guide practical enterprise management.

4.1. Implementation path

4.1.1. Multimodal content

Pivoting from algorithmic precision to interest-driven engagement, this mechanism leverages data profiling to move beyond mere traffic redirection toward active stimulation. By deploying multimodal content, notably short videos and live streams, brands penetrate cognitive barriers through aesthetic and spiritual resonance. The resulting “interactive ritual chains,” fueled by real-time feedback such as bullet comments, concentrate individual focus into collective emotional energy. This surge eventually bypasses rational friction, solidifying the link between content engagement and transaction-ready conversion, effectively bridging algorithmic triggers and value realization.

4.1.2. Cultural and aesthetic markers

Secondly, value elevation occurs through the deliberate infusion of symbols into the user experience. By embedding cultural and aesthetic markers, enterprises reinvent products as “emotional containers” that supersede mere utility. This is no static design feat; it is a dynamic evolution where interest-based data loops refine abstract symbols into lived experiences. Rather than isolated artifacts, products become immersive brand symbols shaped by real-time platform intelligence. Ultimately, these products transition into “social currency”, bridging spiritual identity with real-world interaction and anchoring consumer choice in emotional signaling.

4.1.3. Multi-period interest fluctuations

Thirdly, the data feedback loop bridges the gap between marketing and R&D through a centralized, dynamic intelligence hub. By mapping multi-period interest fluctuations, this system funnels behavioral insights back to the R&D stage, ensuring iterations resonate with latent consumer desires. Simultaneously, these data streams sharpen the granularity of marketing algorithms, allowing for real-time strategic recalibration. Integrating insights from both marketing and product innovation allows enterprises to preemptively navigate market shifts,

securing sustained growth within the interest-based e-commerce landscape.

4.2. Strategy

4.2.1. Merging Gen-Z aesthetics with resonant digital content creates immediate visual magnetism

By transforming marketing assets into “social currency,” brands leverage niche circle effects to ignite viral growth. Integrating short videos and live streams into a seamless spatial flow enables sensory-driven resonance, efficiently converting fleeting user interest into direct e-commerce transactions.

4.2.2. High-touch private domain communities counteract soaring traffic costs by deepening user conversion

Within these value-driven ecosystems, consumers co-create and disseminate products alongside the enterprise. This partnership shifts the focus from transient sales to enduring “high-stickiness” bonds, where identity recognition and mutual emotional support transform simple transactions into accumulated community energy.

4.2.3. Interest-based e-commerce serves as a vessel for emotional release by embedding symbolic depth into the shopping journey

Interactive rituals, such as live-stream engagement, build the emotional momentum necessary to trigger purchases. When R&D prioritizes self-healing symbols, products become psychological anchors, offering consumers profound psychological compensation that extends far beyond the physical commodity.

4.2.4. To bypass market homogenization, brands must drive product innovation through emotional empowerment

Leveraging platform behavioral data allows for the integration of cultural anchors or “healing” elements tailored to the “loneliness economy.” This strategic alignment turns products into emotional repositories, helping users find self-identification and psychological comfort within their purchasing habits.

4.2.5. Real-time data feedback powers agile operations, narrowing the gap between consumer insight and execution

By analyzing behavioral trends, enterprises can rapidly iterate aesthetic designs and pivot marketing narratives to mirror shifting market psychologies. This data-driven synchronization ensures that front-end innovation remains tethered to dynamic interest points, securing accurate market capture.

5. Conclusion

This research deconstructs the emotional mediation between digital marketing and product innovation, effectively decoding the “black box” of interest e-commerce conversion. Though primarily qualitative and focused on Generation Z, the established logical framework offers a strategic roadmap and theoretical baseline for future empirical validation. Digital marketing transcends technical utility to function as a filter for interest retention. By decoding multi-period behavioral data, enterprises move beyond broad targeting to build stable “interest pools,” ensuring that fleeting digital touchpoints evolve into sustained consumer engagement. Moreover, innovation imbues commodities with aesthetic and cultural depth, transforming them into spiritual vessels. When a product aligns with a user’s self-identification, it ceases to be a functional tool and becomes

a tangible projection of their inner world and psychological bailment. Emotional value elevates transaction logic into a profound psychological ritual. By framing purchase decisions as moments of emotional release, interest e-commerce shifts consumption toward self-actualization and circle identity, satisfying deep-seated psychological needs through interactive ritual chains. Furthermore, the marketing-innovation synergy drives enduring brand loyalty. Digital channels flip the consumer's role from passive recipient to active co-creator, while innovation provides the material anchor for this resonance, fostering a high-stickiness value ecosystem within the community. Lastly, interest e-commerce operates as an agile, data-driven feedback loop. Real-time micro-data bridges the gap between front-end marketing and R&D, ensuring that both content strategies and product iterations remain tethered to the market's fluctuating interest points.

Disclosure statement

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