

Research on the Impact of Brand Live Streaming Experience on Brand Happiness: Theoretical Mechanisms and Logical Framework

Yunxia Su

Shanghai Publishing and Printing College, Shanghai, 200093, China

How to cite this paper: Su, Y. X. (2025). Research on the Impact of Brand Live Streaming Experience on Brand Happiness: Theoretical Mechanisms and Logical Framework. *Economics & Business Management*, 4(1), 45–49. ISSN Print: 3079-5214; ISSN Online: 3079-5222. <https://doi.org/10.63313/EBM.9128>
Published: 2025-12-12

Copyright © 2025 by author(s) and Erytis Publishing Limited.

This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Abstract

As a crucial medium for brand communication, brand-themed live streaming plays a pivotal role in brand marketing. However, existing research primarily focuses on product monetization effects, lacking in-depth theoretical exploration of its mechanisms in shaping brand well-being. This study systematically analyzes the intrinsic relationship between brand live streaming experiences and brand well-being based on the Empathy Evaluation System Theory, Self-Determination Theory, and Empathy Communication Theory. It reveals the mediating role of empathy and brand trust, as well as the serial mediation mechanism, providing a new theoretical framework for the development and practical application of brand live streaming marketing.

Keywords

Brand Live Streaming Experience; Brand happiness; Empathy; Brand trust

1. Introduction

In the context of a mediated society, brand-exclusive live streaming has become a core vehicle for brands to convey information and establish consumer-brand relationships. The report of the 19th National Congress of the Communist Party of China emphasized that "improving people's well-being is the fundamental purpose of development," and "using brands to carry happiness" has emerged as a key direction in brand building. Marketing practices such as Coca-Cola's "Unlock Happiness" and Tmall's "Wishing You a Happy Double 11" all demonstrate the deep connection between brands and happiness. Brand happiness essentially represents a positive consumer-brand relationship, yet its formation mechanism in the context of brand live streaming has not been fully elucidated.

Existing research has shown a correlation between brand experience and brand happiness, but there is a lack of theoretical deconstruction of brand happiness (a multidimensional construct that encompasses life pleasure, self actualization, and social contribution), and its pathway of action has not been clarified. In the post

truth era, emotional resonance is more effective in spreading than factual evidence, and the widespread application of empathy strategies in live streaming marketing provides key clues to breaking this research gap. This study is supported by three core theories and constructs a theoretical model of how brand live streaming experience affects brand happiness through empathy and brand trust, and deeply analyzes its internal logic.

2. Theoretical Basis

The theory of empathy evaluation system (Vignemont and Singer, 2006) [1] suggests that situational evaluation triggers empathy responses, and empathy has both epistemological and social functions. Epistemological effects enable individuals to accurately predict the behavior and motivations of others, while social effects promote social communication and harmony. In the context of brand live streaming, consumers' situational evaluation of the live streaming experience will trigger empathy, which in turn affects brand related attitudes and behaviors.

The self-determination theory (Ryan and Deci, 2000) [2] states that the satisfaction of individual autonomy needs, relationship needs, and competence needs is the core driver of happiness. Brands can promote the formation of brand happiness by satisfying consumers' basic psychological needs through various mechanisms.

The theory of empathy communication (Zhao Jianguo, 2021)[3] emphasizes that empathy triggered by emotional triggers will drive a chain of cognitive, attitudinal, and behavioral changes, and emotional resonance will affect communication effectiveness before rational judgment. This logic provides a core framework for building a chain relationship of "brand live streaming experience-empathy-brand trust-brand happiness".

3. The Mechanism of Brand Live Streaming Experience on Brand Happiness

3.1. The Direct Impact of Brand Live Streaming Experience on Brand Happiness

Brand live streaming experience is the overall psychological perception and social interaction of consumers towards the brand in the context of online live streaming, manifested in three dimensions: information experience, entertainment experience, and interactive experience. Information experience provides consumers with valuable information about brand functions, experiences, and symbolic benefits, helping them make brand relevance evaluations; The entertainment experience brings a pleasant feeling through the carnival atmosphere and interesting content in the live broadcast room; Interactive experience satisfies consumers' social contact needs, providing a sense of participation and belonging.

According to self-determination theory, the brand benefits brought by these three types of experiences can accurately meet consumers' autonomous needs (obtaining

information independently, choosing interaction methods), competence needs (improving decision-making ability through information accumulation), and relationship needs (establishing connections with hosts and other consumers), thereby promoting multidimensional brand happiness of life pleasure (short-term emotional satisfaction), self-actualization (long-term goal achievement), and social contribution (social value realization).

3.2. The Mediating Role of Empathy

The brand live streaming experience triggers a dual generation path of empathy through situational evaluation: on the one hand, the emotional factors in the anchor's "persona" and "popularity", as well as the emotional contagion formed by group interaction in the live broadcast room, trigger consumers' emotional empathy (sharing others' emotions) based on the theory of empathy evaluation system in the later evaluation model; On the other hand, content such as brand symbol display, anchor trial commentary, and group word-of-mouth communication promote consumers to form a relevant and consistent evaluation of the brand, incorporating the brand into the "self" category and forming cognitive empathy (understanding the emotional causes of others) based on early evaluation models.

The epistemological role of empathy enables consumers to accurately predict brand interests and behaviors, facilitate self-exploration and decision-making, and thus generate a sense of joy and self-realization in life; The social role is achieved through pro social behaviors such as liking, forwarding, and purchasing, satisfying consumers' social contact needs and fostering a sense of social contribution. The dual role jointly promotes the formation of brand happiness, forming an intermediary path of "brand live streaming experience-empathy-brand happiness".

3.3. The Intermediary Role of Brand Trust

Brand trust is the willingness of consumers to trust the ability of a brand to fulfill its commitments, which is formed through four mechanisms of brand live streaming experience: the experience mechanism enhances brand familiarity through continuous interaction; Computer systems reduce perceived risks and enhance perceived value through information transmission; The transfer mechanism utilizes hosts and group word-of-mouth to achieve trust transfer; The emotional mechanism improves consumers' mood through entertainment experiences and positively influences brand cognition.

According to trust theory and social support theory, brand trust, as an important social support and psychological resource, can reduce transaction costs, enhance security, and bring multiple benefits to consumers in terms of functionality, symbolism, society, and emotions; At the same time, based on the principle of reciprocity in social exchange, brand trust will stimulate consumers' prosocial behavior, further meeting their needs for autonomy, relationships, and competence, ultimately pro-

moting the formation of brand happiness, forming an intermediary path of "brand live streaming experience-brand trust-brand happiness".

3.4. The Chain Mediating Role of Empathy and Brand Trust

Based on the theory of empathy communication, the "emotion-cognition-attitude behavior" logic, the empathy triggered by brand live streaming experience will promote the formation of brand trust through computer mechanisms: the epistemological role of empathy enables consumers to more comprehensively evaluate brand value and risk, reduce the information cost of trust establishment, and transform emotional resonance into rational trust.

Brand trust, as an attitude variable, will further strengthen the positive relationship between consumers and brands, prompting consumers to deepen brand connections through continuous interaction, word-of-mouth communication, repeat purchases, and other behaviors. These behaviors not only consolidate the emotional connection brought about by empathy, but also continuously stimulate brand happiness through the need to meet, ultimately forming a chain mediation path of "brand live streaming experience-empathy-brand trust-brand happiness", fully presenting the interaction mechanism between emotion and cognition.

4. Practical Implications

Strengthening the experience construction of brand live streaming. Brands should focus on the value transmission of information experience and showcase their core interests through precise content planning; Optimize interactive experience design, strengthen participation and memory points through brand knowledge interaction, featured bullet comments, and other forms; Enriching entertainment experience forms, leveraging the personal charm of the host, marketing activities, and brand stories to evoke emotional resonance.

Utilize the core value of empathy communication. Choose emotionally infectious hosts and quickly establish emotional connections through "persona" shaping. Use group interaction to amplify the emotional contagion effect and promote the upgrade of emotional empathy to cognitive empathy. Through theme planning and storytelling, guide consumers to integrate the brand into their self-awareness and deepen their empathetic experience.

Build a long-term foundation of brand trust. Based on product quality and brand philosophy, accumulate trust capital through continuous and consistent live streaming performance; Reduce the threshold of trust through forms such as anchor trials and real user reviews; Transforming brand trust into a sustainable consumer brand relationship, satisfying consumers' psychological needs through long-term interaction, and achieving long-term shaping of brand happiness.

References

- [1] Frederique de Vignemont, Tania Singer. The Empathic Brain: How, When And Why? [J].Trends In Cognitive Science, 2006, 10 (10) : 435-441.
- [2] Ryan R M, Deci E L. Self-determination Theory And The Facilitation Of Intrinsic Motivation , Social Development , And Well-being[J].American Psychologist , 2000,55 (1) :68-78.
- [3] Zhao Jianguo. On Empathy Communication [J]. Modern Communication, 2021, 6:47-52.