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Research on the Scene Reconstruction Mechanism and Practical Path of Emotional Marketing in Books in the New Consumption Era

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Abstract

The iterative development of digital technology, the upgrading of content consumption, and the emergence of the youth consumer group have driven the transformation of book consumption from knowledge acquisition to emotional experience, identity recognition, and cultural expression. The development of short videos, live streaming, e-commerce, and social media has also prompted book marketing to shift from product dissemination to scenario-based marketing centered on user relationships and emotional connections. However, publishing institutions still face issues such as a prominent product orientation, insufficient emotional insight, poor connection between public and private domains, and insufficient accumulation of brand value. Based on Baudrillard's theory of consumer society, Maslow's hierarchy of needs theory, and the theory of user lifecycle, this paper constructs an analytical framework of "consumption logic transformation - emotional value generation - scenario mechanism reconfiguration - user relationship operation". The study finds that scenarios are an important intermediary connecting the value of book content with users' emotional needs, and their reconfiguration is manifested in three levels: spatial reach, emotional resonance, and relationship building. Publishing institutions can achieve a transformation from traffic acquisition to user co-creation by emotion recognition, scenario embedding, and relationship strengthening, providing a reference for the emotional, scenario-based, and long-term marketing of books in the new consumption era.

Keywords

The New Consumption Era; Book Marketing; Emotional Marketing; Scene Reconstruction; User Relationship Operation

1. Introduction

With the development of digital technology and content platforms, in the new consumption era, book consumption has shifted from knowledge acquisition to emotional experience, cultural identification and identity expression. Marketing has

also shifted from product dissemination to "content seeding - emotional resonance - community dissemination - consumption transformation". However, current publishing institutions still have problems such as insufficient emotional insight, difficulty in retaining traffic, and insufficient operation of user relationships. Based on the theories of consumption society, hierarchy of needs, and user life cycle, this paper constructs a framework for reconfiguring book emotional marketing scenarios, exploring how these scenarios can connect content value with users' emotional needs, and promoting the transformation of publishing institutions from traffic acquisition to user relationship operation.

2. Theoretical Foundation and Research Framework

2.1. Consumption Society Theory: The Shift from Functional Value to Symbolic Value in Book Consumption

Traditional book consumption focuses on knowledge acquisition and information satisfaction, with marketing efforts mainly concentrated on content, authors, and channels. Baudrillard argues that modern consumers not only consume goods themselves but also their symbolic meanings, cultural values, and social identities. For books, the text content meets the need for information, while the author's image, design, cultural symbols, and reading communities also carry emotional and identity expressions. Especially for the Z Generation, reading has gradually become a way of cultural expression and group identity. Therefore, in the new consumption era, book consumption shifts from functional consumption to meaning consumption and emotional consumption. Publishing marketing should also expand from content advantages to cultural meaning construction and emotional value creation.

2.2. Demand Hierarchy Theory: Emotional Needs Become an Important Driving Force

According to Maslow's hierarchy of needs theory, after basic needs are met, individuals will further pursue higher-level needs such as belonging, respect, and self-actualization. Books as spiritual cultural products can meet various emotional needs: reading communities and interest communities enhance users' sense of belonging; book selection reflects aesthetic preferences, values, and lifestyle; growth, psychological, and literary books meet the needs for self-improvement and spiritual experience. Therefore, book marketing should not only focus on "what consumers buy" but also on "why consumers need it", and connect content value with user needs through emotional scenarios.

2.3. User Lifecycle Theory: Emotional Connection Promotes Long-Term Relationship Development

The user lifecycle theory emphasizes that enterprises and consumers do not have a one-time transaction relationship. The classic AARRR model includes acquisition,

activation, retention, monetization, and recommendation. Applied to book marketing, emotional content can attract users to reach, through activity experiences to enhance user connections, through reading communities, membership systems, and continuous content to achieve user retention, and through user sharing to promote word-of-mouth. Thus, the goal of emotional marketing is not only to promote a single purchase but also to achieve user value accumulation through continuous emotional connection and relationship operation.

3. The Emotional Shift and Realistic Challenges in Book Marketing in the New Consumption Era

3.1. Emotional Shift in Book Consumption Logic

The development of digital technology, social media, and content platforms has driven the transformation of book consumption from functional consumption to emotional consumption. The emerging consumer group represented by Generation Z pays more attention to individual expression, interest communities, and emotional experiences. The value of books has also expanded from knowledge acquisition to emotional experience, cultural identity, and identity expression. At the same time, new media such as short videos and live streaming have changed the way users access books, shifting consumption decisions from active search to content-triggered decisions, and from information transmission to emotion-triggered decisions. Publishing institutions therefore need to shift from simply emphasizing content advantages to exploring users' emotional needs and converting textual content into perceptible emotional resources.

3.2. Scenario Transformation of Book Marketing Models

Traditional book marketing follows a linear model of "book production - channel distribution - user purchase", while in the new consumption environment, it gradually shifts to "content reach - emotional resonance - social interaction - consumption conversion". The changes mainly lie in three aspects: First, the dissemination space expands from fixed places such as bookstores and libraries to ubiquitous life scenarios such as commuting, home, and socializing; second, marketing content shifts from author, book description, etc., to emotional narration, life-oriented expression, and user experience sharing; third, user relationships extend from one-time transactions to comment interaction, community co-reading, and content co-creation, etc., for long-term interaction.

3.3. Realistic Challenges under the Absence of Emotional Value

Currently, book marketing still faces four issues: First, there is a strong product-oriented inertia, with insufficient insight into users' emotional needs and life scenarios; second, there is a disconnection between traffic acquisition and user retention, and short-term exposure is difficult to be transformed into long-term user

relationships; third, brand building is insufficient, marketing overly focuses on single-book sales, and it is difficult to form continuous brand emotional assets; fourth, the development of emotional resources is insufficient, the growth, resonance, and value inspiration in the text have not been fully transformed into communicable, participatory, and sustainable-operational marketing content.

4. The Scenario Reconstruction Mechanism of Emotional Marketing in Books

4.1. Spatial Scenario Reconstruction: Shift from product display to user experience.

Traditional book marketing mainly relied on sales spaces such as bookstores and e-commerce platforms. However, the development of short videos, social media, and content communities has enabled books to enter various daily life scenarios such as commuting, at home, and in social settings. Publishing institutions achieve natural user engagement through content such as author creation, reader experience, and work themes, and enhance the experience through physical spaces like reading activities and cultural exhibitions. Therefore, the core of spatial scenario reconstruction is to expand the opportunities for users to interact with books, creating a foundation for emotional connection.

4.2. Emotional Scenario Reconstruction: Shift from content dissemination to emotional resonance.

Books inherently contain rich emotional resources, but they need to be expressed in a scenario-based manner to be transformed into marketing value. Marketing content should shift from "what this book is about" to "what this book responds to the users", connecting the work theme, character stories with the users' real-life situations, enabling consumers to progress from understanding the content to emotional identification. At the same time, users' reading insights and experience sharing can spread through social media, converting personal emotions into a driving force for dissemination.

4.3. Relationship Scenario Reconstruction: Shift from a one-time transaction to continuous connection.

In the new consumption era, users are not only purchasers but also content disseminators and brand participants. Publishing institutions can enhance user stickiness through book review sharing, reading communities, and continuous interaction, and further understand user needs to form a stable brand relationship, achieving a transition from single-book operation to cultural ecosystem construction.

As shown in Figure 1, these three scenarios have a progressive relationship: spatial scenarios achieve user reach, emotional scenarios promote value resonance,

relationship scenarios drive user retention, and together they realize the transformation of book content value into user emotional value.

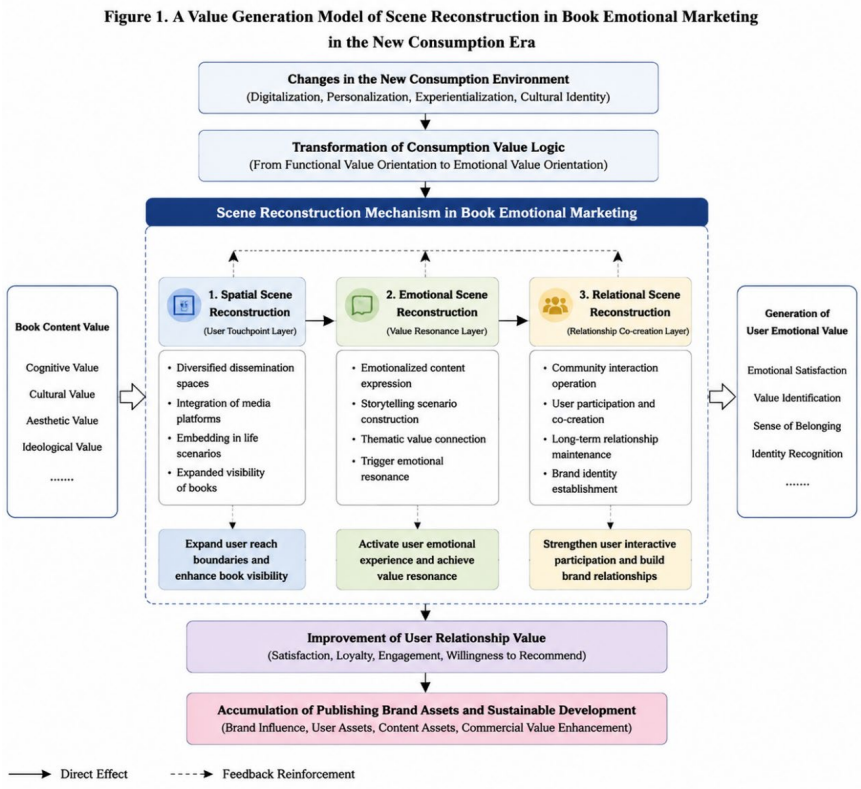


Figure 1. A Value Generation Model of Scene Reconstruction in Book Emotional Marketing in the New Consumption Era

5. Practical Approaches to Emotional Marketing in the New Consumption Era of Books

5.1. Deepen User Insights to Enhance the Precision of Emotional Marketing.

Publishing institutions should shift from the traditional "user profiling" to "emotional profiling", integrating users' reading preferences, interaction behaviors, and feedback content to analyze their underlying psychological needs and value recognition. For instance, growth-oriented books not only meet the need for knowledge but may also address users' career anxieties and self-growth aspirations. By extracting the value concepts, life experiences, and emotional elements from the text, a transformation can be achieved from "finding users through books" to "organizing content based on user needs".

5.2. Strengthen the operation of scenario-based content to realize the translation of emotional value.

The core of emotional marketing is not simply creating emotions, but rather placing

the content of the books in specific life scenarios, allowing consumers to perceive the connection between the content and their own experiences. Publishing houses can express their content through channels such as short videos, social media, and reading communities, focusing on the author's story, reading experience, and user feedback, transforming abstract cultural values into perceptible, participatory, and communicable emotional experiences.

5.3. Build a user relationship ecosystem to promote the continuous accumulation of emotional value.

The ultimate goal of emotional marketing is not a single purchase, but the establishment of a long-term user relationship. Publishing institutions can carry out community operations around authors, works, and reading themes. By conducting online shared reading, topic discussions, and user interactions, they can enhance the sense of participation. At the same time, through author brand building, content IP development, and user sharing, they can drive consumers to transform from purchasers to brand disseminators and value creators, achieving continuous accumulation of emotional value.

6. Conclusion

In the new consumption era, book consumption has shifted from merely obtaining knowledge to experiencing emotions, developing cultural identity, and expressing one's self. The traditional marketing model centered on products and channels is facing the need for transformation. This article, based on the theories of consumption society, hierarchy of needs, and user lifecycle, analyzes the formation logic and practical mechanism of emotional marketing for books. The study suggests that scenario reconstruction is an important mechanism for connecting the value of book content with users' emotional needs: spatial scenarios enable user access, emotional scenarios promote value resonance, and relationship scenarios drive user retention. Together, these three elements constitute the emotional marketing path of "access - resonance - retention".

Based on this, publishing institutions should promote marketing transformation from three aspects: user emotional insight, scenario-based content expression, and user relationship operation, achieving a transition from product marketing to user operation and from traffic acquisition to long-term value creation. In the future, specific publishing cases can be combined to further verify the impact of different scenarios on consumption behavior and brand value through user research and data analysis. Overall, in the new consumption era, the core competitiveness of book marketing is shifting from content advantages to value connection capabilities. Scenario-based emotional marketing will become an important direction for publishing marketing innovation.

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