

Research on emotional interaction among live streaming sales users based on the interactive ritual chain

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Abstract. With the development of the Internet and 5G technology, live streaming has become the choice for more and more users to buy goods. This article takes "TIME WITH YUHUI" live streaming room as the research object, and analyzes the generation and dissemination process of user emotions in live streaming sales based on the interactive ritual chain theory. Live streaming sales is not only a sales method, but also a process of emotional communication. Through the four elements of the interactive ritual chain - group gathering, common focus, shared emotional experience, and group emotional gathering, live streaming rooms have successfully promoted the interaction and dissemination of user emotions. In the "TIME WITH YUHUI" live streaming room, through the interaction between anchor Dong Yuhui and users, a strong emotional cohesion has been formed, breaking the limitations of traditional live streaming sales and achieving a high degree of emotional gathering and dissemination among users. This article also explores the optimization path of emotional communication in live streaming rooms, proposes strategies to enhance interactivity, expand live streaming themes, enhance cultural and emotional values, etc., in order to promote the long-term development of live streaming rooms and enhance user loyalty.

Keywords: live streaming sales; the interactive ritual chain theory; emotional interaction and dissemination.

1. Introduction

With the development of economy and 5G, as a product of the Internet era, selling goods through live streaming also ushered in an outbreak period. Livestream sales is a form of showcasing products to audiences and selling them through online platforms, including personal broadcasters, corporate broadcasters, celebrity broadcasters, etc. The characteristics of real-time interaction, rich formats, and strong entertainment also attract a large number of viewers to browse and purchase. In 2023, the scale of China's e-commerce live streaming reached 4.9 trillion yuan, with a year-on-year growth rate of 35.2%. [1] In addition to the rapid development of Taobao's live broadcast business, platforms such as Tiktok and Kwai also firmly occupy the market. During the epidemic, it grew rapidly, and more and more users formed the habit of buying goods through livestream. However, while the development of livestream sales has been booming, many problems have also arisen. The vast majority of livestream rooms choose a single and exaggerated form of live streaming, causing audience aesthetic fatigue and blindly using a strategy of competing for low prices to attract traffic. As a result, the quality of anchors and products in the market is now uneven, and customers may lose trust in online consumption after purchasing a few times, but instead trust offline more, which also restricts the development of livestream sales. In today's world where there are countless types of live broadcasts, the race track is approaching saturation, but the "TIME WITH YUHUI" live streaming room has stood out and attracted many fans, with high purchasing power. In the live streaming room of "TIME WITH YUHUI", there were no annoying slogans urging orders, nor were there any low price strategies to attract viewers. The anchor was not a celebrity or internet celebrity, but he was also popular among the public. He had been interviewed by CCTV, appeared in programs such as "Youth Lesson" and "Lecture", and frequently appeared on hot searches. When Dong Yuhui experienced the controversy of "essay writing", his fans showed great cohesion, supporting him online, maintaining his reputation, and actively advocating for his rights. They have a common name "mother-in-law". The above situations indicate that "TIME WITH YUHUI" has become a strong emotional cohesion,



breaking the previous audience's understanding of traditional live streaming rooms. Therefore, this article takes "TIME WITH YUHUI" live streaming room and Dong Yuhui as examples, and analyzes the generation and dissemination process of user emotions based on the theory of interactive ritual chain.

2. Literature review

Using online live streaming as a keyword for search, it was found that the development trend began in 2016 and remained stable before 2019. In 2020, due to the impact of the pandemic, the shopping method of "Selling goods through live streaming" is widely accepted by the public, and research shows an explosive growth. Ma Chuan combines the current operation mode and communication form of live streaming to explore the audience's influence on live streaming content, and puts forward suggestions for the development of platform communication [2]. Lei Ning extracted samples from the four aspects of barrage, commentary, tipping, and platform for the game live streaming platform Douyu TV. Based on the keywords and props of the host and users, Lei Ning analyzed the interaction and used in-depth interviews to explore the reasons for the long-term retention of users on the platform [3].

Driven by the development of the Internet, it has provided a virtual place for the formation of the interactive ceremony. Therefore, scholars have carried out interactive research on short videos, live broadcasts and other interactions based on the interaction ritual chain theory. Han Lu analyzed the interactive communication in WeChat and Sina Weibo from the perspective of media characteristics. User interaction behavior mainly focuses on interactive experience, and the emotional energy generated is the driving force for continuous user interaction [4]. Li Xia uses the theory of symbolic interaction as a theoretical framework to analyze the interaction modes in Weibo and the social psychology of individuals, society, and groups involved in the interaction ritual chain[5]. Dong Kaining uses the theory of interactive ritual chain to analyze the popular "cloud fitness" and potential problems, providing direction for future development [6]. Based on the theory of interactive ritual chains, Li Ningxu summarized the forms of bullet screen socializing and the states and needs generated during interaction, analyzed the problems that arose, and proposed rationalization suggestions [7].

According to the above analysis, current research focuses on user behavior research or platform communication strategies in live streaming sales, but there is relatively little research on emotional communication. Therefore, this article uses the interactive ritual chain theory to study the interactive communication process of users.

3. Analysis of Emotional Communication Interaction Scenery and Emotional Energy in Dong Yuhui's Live Streaming Room

3.1. Definition of Interactive Ritual Chain

The term "ritual" first appeared in the book "The Basic Forms of Religion" by French classical sociologist Emile Durkheim, who proposed the concept of "religious ritual". He believed that religious members participating in the ritual were influenced by collective activities to develop common emotions, which would be reinforced in the repetition of the ritual. The use of symbols in this activity could have an impact on the emotional cognition of the participants. This has laid an important foundation for the theory of interactive ritual chains. Early research mainly focused on rituals and religion, but gradually expanded to observe secular society. On the basis of Durkheim's religious rituals, American sociologist Owen Goffman proposed the "interactive ritual model", which expanded Durkheim's limitations on ritual scenes and believed that people's daily lives were also part of the ritual, requiring both sides to interact and have an impact on others in the same space[8]. On this basis, sociologist Randall Collins proposed the "interactive ritual model", which believes that human interaction is a ritual behavior that forms a sense of group unity through the exchange of

common attention and emotional energy. The four main elements of the interactive ritual chain are: group gathering, setting boundaries, common focus, and sharing emotional experiences. Only when these four elements are met simultaneously can interactive rituals be carried out, and the mechanism of the interactive ritual chain is explained more comprehensively and deeply.

3.2. Analysis of Interactive Ceremony Chain in Live Streaming Room “TIME WITH YUHUI”

This chapter will use the four elements of the interactive ritual chain to analyze the emotional evolution results of the live streaming room “TIME WITH YUHUI”. Tonghui Live Room is a comprehensive live sales platform that mainly sells daily necessities, food, beauty and skincare products, electronic products, as well as publications and tourism products. “TIME WITH YUHUI” officially started broadcasting on January 9, 2024, with over 100000 viewers and a peak of over 1.7 million. The GMV of the first live broadcast "TIME WITH YUHUI" exceeded 150 million yuan on that day, with over 1.29 billion likes and over 42 million views [9]. On the day of its premiere, the number of fans exceeded 7 million, and currently, the number of fans in the live streaming room "TIME WITH YUHUI" is 16.688 million.

This research selects the live streaming room “TIME WITH YUHUI” on January 25, 2024, February 2, 2024, and February 4, 2024 as the data source. This period is the Chinese Spring Festival. Users have a strong desire to buy new year's products. Many Spring Festival films are released, and the cultural market is thriving. The daily number of viewers in the live streaming room is approximately 100000, mainly based on the barrage content posted by users, the response of the anchor, and user feedback as data analysis. The data is mainly divided into two parts. The first part is the user's greeting to the anchor, which mainly includes: 1. Greetings to the anchor, mostly occurring at the beginning of the live broadcast, when the user first enters the live streaming room, and when the anchor changes in the live broadcast room; 2. Pay attention to and inquire about products, including price, quality, delivery time, and other information; 3. Symbolic expressions, including common ones such as smiling faces, roses, hugs, and hearts; 4. The user's response to the anchor, during the live broadcast, the anchor raises relevant topics based on product information, such as when Dong Yuhui sells "My Altay", he will ask everyone where his hometown is? Users actively interact with Dong Yuhui by displaying their hometown through barrage. The second largest part of the data is from the anchor to the user, including: 1. Throwing out topics, interacting with the user during the live broadcast, and asking questions related to festival customs during the Spring Festival, such as whether your hometown eats dumplings during the holiday? What kind of dumpling filling do you like to eat? During the Chinese New Year, the "Joy with Hui" award ceremony was held, which presented the Most Beautiful Mandarin Award, Best Hair Pulling Award, and other awards in a humorous and witty manner. 2. By replying barrage by users, such as answering questions about products or inquiring about the recent situation of the live streaming room and the anchor. Based on the data obtained from the analysis of live streaming texts above, conduct an element analysis of the live streaming room “TIME WITH YUHUI”.

The initial group gathering was formed in the real space, but with the continuous development of the Internet, group gathering has not only meant the actual gathering, but also the users in webcast have become group gathering. The live streaming room “TIME WITH YUHUI” is launched through the Tiktok , and the platform's computing mechanism will push it to people who may be interested. People from different places and ages gather together through the live streaming room. Although there is no gathering in real space, the rapid development of live streaming has made broadcasting and watching almost synchronous. Users can interact with the anchor in real-time through likes, comments, shares, gifts, and other means. For example, when users have questions about the products being sold, or when they ask questions about the anchor, the anchor in the live streaming room “TIME WITH YUHUI”, such as Dong Yuhui, will answer the user's questions. During the live streaming, Dong Yuhui will also interact with users, explain products or raise an open-ended topic, such as: Does your hometown eat dumplings during the Chinese New Year? The users in the barrage will respond to this,

such as eating or not eating, in order to create a sense of participation for the users. McLuhan proposed in "Understanding Media: On the Extension of Man" that "media is the extension of man, and television media is a comprehensive extension of man's vision, hearing, and touch." [10] Coincidentally, the live streaming room is also a comprehensive extension. Its effect of simulated aggregation is far better than that of television. With the development of Internet technology, users in the live streaming room can not only see the dynamic of the anchor in real time, but also receive feedback from users through the pop-up screen, and then respond to users to form interaction between the anchor and users. Live broadcast enables people who are not in the same physical space to gather in the same cyberspace.

The access threshold for watching live streaming goods is low, but there will also be a distinction between "insiders" and "outsiders". For example, users who use the Tiktok are skilled in using short video software, which excludes older or younger users who are not interested in short videos. The fields in live streaming sales are also different, such as Jia Nailiang and Luo Wangyu in the beauty industry, Mr. Dong in the cultural and jewelry industry, and Liu Yuanyuan in the digital home appliance industry. Users have a selective focus on the anchor, which naturally creates an identity gap between themselves and others. Dong Yuhui's fans who follow and purchase products have a social relationship symbol called "mother-in-law", which continuously strengthens the user's sense of identification and belonging to the group, and also distinguishes "outsiders" here.

At the end of 2023, live streaming room "Oriental Selection" and Dong Yuhui were embroiled in a "essay writing" public opinion controversy. However, Dong Yuhui gained over 3 million followers and opened another live streaming room "TIME WITH YUHUI". Many users have expressed that "I may not need these products, I am paying for Dong Yuhui's knowledge." The user's love for Dong Yuhui has become the focus of their attention. When collecting data, it can be found that the proportion of users who pay attention to product content in barrage is about 40%, indicating that user attention to products has also become a common focus of attention. In the live broadcast on February 2, 2024, Zhang Yimou was invited to promote the movie "Article 20". The live streaming room usually had around 100000 people, but the number of people that night reached 840000, which also indicates the user's attention to this. During the Spring Festival, anchor performing their talents was more frequent. On January 25, 2024, when Hansen played guitar and Pan Pan sang, the number of users in the live streaming room increased from 80000 to 90000. In addition to the increase in the number of users indicating their attention to this, the content of the barrage also shifted from inquiries about products and Dong Yuhui to praise Hansen and Pan Pan. In the follow-up attention to colleagues "TIME WITH YUHUI", it was found that when the live streaming room went out of town for outdoor scenes, the content of barrage also transformed into topics related to the local area. When going to Hubei, local specialty foods, customs and culture, natural scenery, and so on would be discussed. The content of barrage also became more meaningful from expressions and greetings, and it would also generate curiosity about the itinerary of the next live streaming room and ask questions in the barrage. Whether driven by their love for the anchor or the attraction of the product itself, users gather in the live streaming room, paying attention to the products sold by the anchor and the anchor themselves. They interact with the anchor, give gifts to the anchor and the live streaming room, and communicate with "co present" users in the comment section. Under such a common focus of attention, a brief carnival in the live broadcast room is formed.

In addition to the ceremony in the live streaming room, netizens also gave likes to the repartee that frequently appeared by Dong Yuhui. Dong Yuhui has repeatedly appeared on hot searches, which further expands the attractiveness of the live streaming room and allows more users to enter the live streaming room. In the live streaming room, the anchor will also interact with users. For example, when Dong Yuhui sneezes during the live broadcast, fans will ask with concern in the barrage, "Has Yuhui caught a cold?" Pay attention to rest! ", Dong Yuhui will also respond to everyone's concerns and remind everyone to pay attention to the temperature difference between morning and evening. In addition to the interaction between anchors and users, there is also interaction between users. They not only communicate with each other in the live broadcast room, but also use social media such as

RED and Weibo to discuss and share. On RED, the keyword "Dong Yuhui" is used as the search ,and most of the search results are about liking and praising Dong Yuhui. There is also a small amount of content that recommends good products from live streaming rooms with him. Under such posts, fans often share their feelings with each other, including highlights of the live broadcast, Dong Yuhui's repartee, as well as Dong Yuhui's personal and live streaming room itinerary arrangements, and other related content. At the same time, the platform's computing mechanism will also push these contents to interested users, enhancing their sense of identity through comments, likes, and shares, thereby generating group excitement when gathering. There is a mother whose son was a firefighter but unfortunately died on duty. She saw Dong Yuhui's live and feel power, so she gave the suit she prepared for her son to Dong Yuhui. Dong Yuhui also expressed her love for this outfit and wished the mother peace and happy. When Dong Yuhui goes to live broadcasts in other places, many "mother-in-law" will go to a place not far from his live broadcast room to silently cheer for him. On March 10, 2024, during the Huawei special session, the sales of live streaming rooms "TIME WITH YUHUI" exceeded 100 million, with FreeBuds SE 2 earphones selling over 4000 and Mate60 Pro smartphones selling over 40000. All of the above indicate that fans' love for Dong Yuhui has shifted from personal emotions to group emotions. The unified symbol "mother-in-law" and unified purchasing behavior can indicate that a shared emotional experience has been formed.

3.3. The generation and dissemination of group emotions in live streaming rooms "TIME WITH YUHUI"

The initial focus of users on live streaming rooms is usually due to their purchasing needs for products, such as during the Spring Festival when there is a need to purchase New Year's goods, or it may be due to their curiosity about Dong Yuhui personally, the brand of the live streaming room, or the quality of the products that they enter the live streaming room. At the same time, in addition to the internal demand, there are also external stimuli, including the push mechanism of the Tiktok will push some highlights which from the "TIME WITH YUHUI" live streaming room, the spread of marketing number to Dong Yuhui's repartee, and the videos that fans spontaneously make for Dong Yuhui. Under the dual stimulus of internal and external, outsiders may change to insiders, and fans' personal feelings may also change into collective feelings. Taking the live broadcast on January 25, 2024 as an example for analysis, the evening live broadcast starts at 18:00 with two anchors, Hansen and Panpan. At the beginning of the live broadcast, the content in the barrage mainly consists of user greetings and inquiries about the products, and the two anchors warmly greet everyone. In the second stage, the main focus is on selling goods, and the content in the barrage is mostly related to product information, including delivery time, product quantity, and usage methods. When they see the barrage saying "When will the shipment be made? Can I place an order now and receive it before the Chinese New Year?" Hansen and Panpan said: Under normal circumstances, placing an order now can receive the goods before early February, which happens to be before the Chinese New Year. You can bought all the New Year goods before, so there's no need to worry! They also respond to other questions from everyone, such as when Dong Yuhui will be live streaming? Are there any products that have been sold out? During the live broadcast, Hansen and Panpan also performed a talent show. Hansen played the guitar while Panpan sang, and together they performed a song called "Later". The number of viewers in the live broadcast increased from 80000 to 90000, and the barrage often turned into praise for them. 20: 00 anchor changed to Dong Yuhui, and the number of people in the live streaming room more than 100000, When selling the book "My Altay", Dong Yuhui asked user where their hometown is? The number of barrage has rapidly increased, and the content has also transformed into the name of his hometown in response to Dong Yuhui. It is also when Dong Yuhui shares his views on topics such as hometown and literature with the main theme of "My Altay" and actively interacts with barrage that the number of viewers reaches the peak of the live broadcast. These common points of concern have become the conditions for interaction between the anchor and users. In addition to interaction between anchors and users, there is also interaction between users. After "My Altay" was launched, it quickly sold out, and many users would share in barrage whether they had bought it or not. When sharing their hometown, users from the same place would respond to each other, all of

which are interactions between users. Outside the live streaming room, the video account “TIME WITH YUHUI” also maintain a high number of likes. The comments below the video are also loved and maintained by Dong Yuhui and other anchors. For example, fans commented, "Seeing that the anchor and the staff behind the scenes are working hard, thank you for bringing us such an exciting live broadcast." The “TIME WITH YUHUI” responded, "Thank you to everyone. "There are also many fans in the comment section urging everyone to go to the storefront to purchase products during non live streaming hours. Offline, there are behaviors such as hero mothers giving suits, fans giving flowers before the live broadcast, and silently guarding outside the live broadcast room, all of which promote user purchasing behavior due to the emotional gathering of these groups.

The gathering of group emotions can transform fans from short-term and low emotions to long-term, highly aggregated emotions. Under Dong Yuhui's video, there are some comments that say, "I will buy whatever Yuhui sells. If Yuhui sells more than others, I am willing to buy. I am paying for knowledge. ”These indicate that fans' personal identification with Dong Yuhui has exceeded their demand and recognition for the product itself. In addition to the three live broadcasts selected in this article, the data of Huawei's special sales exceeding 100 million yuan and Hubei's sales reaching 135 million yuan in subsequent follow-up shows the behavior of fans "blindly" purchasing, and also reflects their spontaneous maintenance of Dong Yuhui, forming a specific symbol that can represent their group - "mother-in-law". These participants will spontaneously maintain the unity and rules of the group, safeguard Dong Yuhui's interests in the "essay writing" incident, and extend their pursuit of him from online viewing, commenting, and purchasing to offline flower giving, signing, and other behaviors, proving that their emotions have transformed into high emotions, and their focus has shifted from products to anchors. Transforming from rationality to sensibility. That is to say, the path of emotional generation and dissemination in the live broadcast room is shown in Figure 1. Users awaken their emotions due to purchasing needs, price discounts, product attraction, liking for the anchor, and curiosity, forming the constituent elements of the ritual, including: group gathering, barriers to exclude outsiders, mutual focus, and shared emotional experience. The mutual focus and shared emotional experience are continuously strengthened through rhythmic feedback, promoting emotional interaction between the anchor and users, users and users, platform and users, and forming collective excitement. The result of the ritual is group unity, individual emotional energy, social relationship symbols (sacred objects), and moral standards. The group will generate legitimate anger towards violations. In the live streaming room “TIME WITH YUHUI” fans briefly experience low-energy emotions. Transformed into highly aggregated emotions, manifested in likes In terms of forwarding and commenting, they also have social symbols to express their identity recognition and unity - "mother-in-law". At the same time, their focus has deviated from the initial demand for goods to the anchor, forming a consistent purchasing behavior in the end.

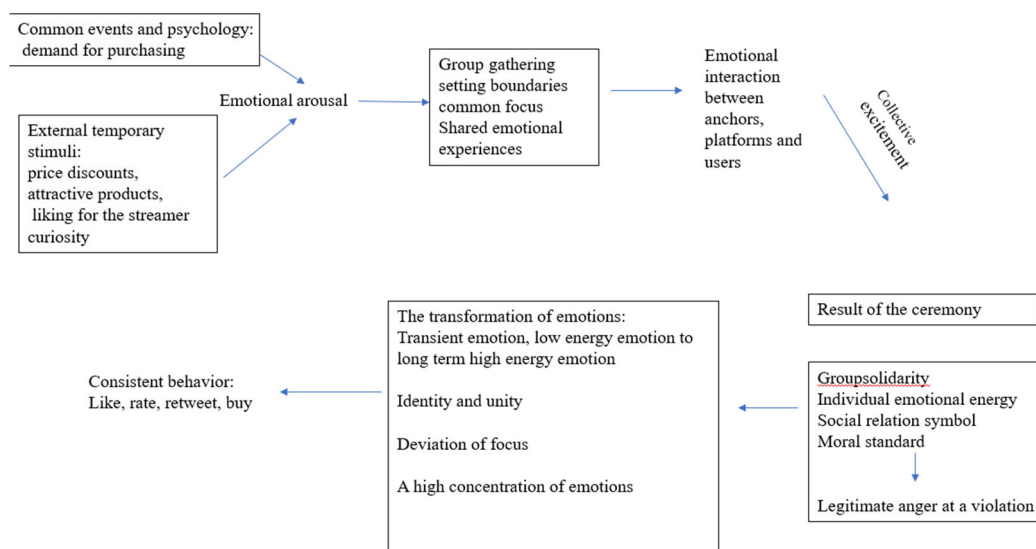


Fig. 1 The path of user emotion propagation and purchase behavior in “TIME WITH YUHUI”

4. Optimization Path for User Emotional Communication in Live Streaming Room "TIME WITH YUHUI"

The theory of interactive ritual chain emphasizes the generation and dissemination of emotions in collective behavior. Therefore, the live streaming room "TIME WITH YUHUI" can explore the optimization path of emotional dissemination around the four core elements of this theory. Firstly, in terms of group gathering, to promote outsiders to become insiders, which means continuously enhancing the attractiveness of the live broadcast room and attracting new users, it is necessary to enhance the interactive process. For example, regularly holding award-winning Q&A sessions, increasing lottery activities and interactive games during live broadcasts, encouraging active audience participation, increasing account activity and fan base, and enhancing the popularity of the live broadcast room. In addition, establishing fan groups can maintain old users, promote communication between users, and enhance their sense of belonging. In the fan group, some interactive topics and welcome ceremonies can also be set up, and activities such as anchor airdrop fan groups can be held to enhance user stickiness. Create more focus, promote shared emotional experiences, expand live streaming themes, and create focus. For example, regularly hosting live broadcasts on specific themes, such as holiday specials. And present content from multiple perspectives, such as walking outdoors in the live streaming room "TIME WITH YUHUI", walking to the production room or raw material production area, combining tourism, cuisine, and live streaming sales to provide diversified content and meet the needs of different audiences. And through offline activities, promote the transformation from outsiders to insiders.

In addition, it is necessary to increase the added value of the live streaming room "TIME WITH YUHUI", including cultural value, emotional value, companionship value, social value, etc., to promote emotional dissemination, enhance user participation and sense of belonging, thereby attracting more outsiders to become insiders and maintaining the loyalty of existing users. In terms of cultural value, when the live broadcast room enters various countries or provinces and cities for live streaming sales, in addition to local products and performances, local cultural backgrounds and historical stories can be interspersed in the live broadcast to expand the content of the live broadcast. Local artworks or intangible cultural heritage can also be displayed, such as paintings, calligraphy, handicrafts, etc., to allow the audience to experience the charm of art. In daily live streaming, cultural and educational activities can be added, and some cultural interactions and Q&A sessions can be added. At the same time, the account can open a series of short videos on related topics to enhance fun.

Emotional value: Anchors can share their story experiences in live broadcasts or short videos, enhance emotional communication during live broadcasts, and create emotional or story-sharing topics, encouraging viewers to share their stories through text, pictures, videos, etc., and establishing emotional connections with the audience. **Companion value:** First of all, it needs to become a daily companion, which requires regular live streaming and becoming a part of the user's daily life, providing a feeling of being accompanied. Secondly, users can remember their nicknames and engage in personalized interactions to make them feel valued and respected. Finally, some fans may regard the anchor as an emotional anchor, and when they encounter difficulties or low mood, they will express their feelings through barrage and comments. Therefore, when they see these, they should provide encouragement and support, giving them emotional value. **Social value:** Promote and participate in various public welfare activities, such as environmental protection, rural revitalization, spring bud plans, etc., to transmit positive energy and establish the image of the account. Simultaneously paying more attention to social hot issues, guiding users to think, enhancing social responsibility, and enhancing interaction with users. By increasing these added values, the live broadcast room can not only provide products, but also enhance the viewing experience of users, enhance user stickiness, and achieve long-term development of the live broadcast room.

In addition to increasing added value, creating an atmosphere in the live broadcast room is the key to attracting and maintaining audience interest. Therefore, creating a positive live broadcast

environment requires starting from several aspects such as theme setting, visual design, content diversity, and live broadcast rhythm.

Theme setting: Set attractive live broadcast themes based on the content, such as "food journey" and "cultural exploration", to make the audience have expectations for the live broadcast. Visual design: Using high-quality camera equipment to ensure clear and beautiful live broadcast images, ensuring the smooth progress of the live broadcast. At the same time, pay attention to the background, environment, props, etc. of the live broadcast, do not be too commercialized, and maintain the existing relaxed and pleasant atmosphere. Enhance the diversity of content, such as inviting cultural celebrities, inheritors of intangible cultural heritage, celebrities, bloggers, ordinary fans, etc. as guests in the live broadcast room, inviting fans to deeply participate in the daily work of the live broadcast room, inviting fans to participate in the live broadcast or participate in brand design and product selection in the live broadcast room, such as initiating product selection voting, so that users can feel like they are a member of the live broadcast room, not just a buyer. It can also increase the daily life and work sharing of the anchor, enriching the content of dissemination. For example, sharing the daily life of the anchor on the account, such as fitness, cooking, travel, etc. Shooting behind the scenes work of some anchors, such as preparing for live broadcasts.

5. Summary

This article analyzes the generation and dissemination process of user emotions in live-streaming sales through the interactive ritual chains theory. Taking the "TIME WITH YUHUI" live-streaming room as the research object, it explores the characteristics and influence of emotional communication methods in live-streaming sales. Research has found that live streaming rooms have successfully promoted the interaction and dissemination of user emotions through four elements of interactive ritual chains: group gathering, outsiders setting, common focus, and shared emotional experience. Especially as an anchor, Dong Yuhui's interaction with users has formed a strong emotional cohesion, breaking through the limitations of traditional live-streaming sales and achieving a high degree of emotional gathering and dissemination among users. The study also involved the definition and theoretical basis of the interactive ritual chain, analyzed the emotional communication interaction landscape of the live broadcast room with Hui, explored the generation and dissemination mechanism of group emotions, and proposed specific optimization paths, such as enhancing interaction links, establishing fan groups, expanding direct broadcast themes, increasing the added value of the live broadcast room, and creating a positive live broadcast environment. This article provides an in-depth analysis of the characteristics of user emotional interaction in live streaming sales, and proposes strategies to promote emotional dissemination and enhance user loyalty, providing useful theoretical and practical guidance for the development of the live streaming sales industry.

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