

# EXPLORATION OF THE ASMR PHENOMENON: EFFECTS ON CONSUMER ENGAGEMENT

**Andrea Morales Muñoz**

Universidad de Almería

**Alba García Urán**

Universidad de Almería

**Sara Herrada Lores**

Universidad de Almería

**MARIA ANGELES INIESTA**

**Antonia María Estrella Ramón**

Universidad de Almería

Cite as:

Morales Muñoz Andrea, García Urán Alba, Herrada Lores Sara, INIESTA MARIA ANGELES, Estrella Ramón Antonia María (2025), EXPLORATION OF THE ASMR PHENOMENON: EFFECTS ON CONSUMER ENGAGEMENT. *Proceedings of the European Marketing Academy*, 54th, (125653)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# EXPLORATION OF THE ASMR PHENOMENON: EFFECTS ON CONSUMER ENGAGEMENT

## **Abstract:**

Nowadays, companies need to constantly innovate in their methods of connecting with consumers, generating new memorable brand experiences. ASMR is defined as a pleasurable sensory experience triggered by exposure to visual, auditory or tactile stimuli, known as triggers. Its recent rise in popularity on social media has presented an opportunity for companies, which view ASMR marketing as a novel commercial communication method. This study identifies the most commonly used triggers and analyses their effect on consumer behaviour, particularly in terms of engagement. A total of 130 short-format videos extracted from YouTube were analysed. The findings reveal that ASMR positively influences consumer engagement, especially through visual triggers, auditory stimuli such as rubbing, bumping and crunching sounds, and scenarios that recreate social interactions. The study also discusses implications for business communication practices.

*Keywords: ASMR Marketing, Consumer Engagement, Social Media.*

*Track: Digital Marketing & Social Media*