



The Impact of Situational Marketing Experience on Young Consumers' Purchase Intention--The Mediating Role of Consumption Ritual Perception

Xinran Yu

School of Foreign Studies, Nankai University, Tianjin, 300071, China
2410282@mail.nankai.edu.cn

Abstract. Under the background of the gradual rise of experience economy, consumers are gradually changing from focusing on the function and price of products to focusing on the experience value it can bring. Scenario marketing has gradually attracted the attention of academia, but how scenario marketing affects purchase intention through the psychological mechanism of consumers remains to be further studied. Based on this, this study constructs a theoretical model with scenario marketing experience as the independent variable, consumption ritual perception as the intermediary variable, and purchase intention as the dependent variable for empirical analysis. This study adopts the method of questionnaire survey, based on the coffee consumption scenario, and analyzes the sample data. The results show that scenario marketing experience has a positive effect on purchase intention. The perception of consumers' sense of ritual plays a positive mediating role between situational marketing experience and purchase intention. The research conclusion shows that scenario marketing does not directly affect consumers' purchase intention, but indirectly affects consumers' purchase decision through consumers' psychological mechanism. This paper suggests that when enterprises carry out scenario marketing, they should enhance consumers' sense of experience by enhancing the sense of ceremony in the consumption process, so as to enhance consumers' purchase intention.

Keywords: Scenario Marketing Experience, Purchase Intention, Perception of Consumption Ritual

1 Introduction

In recent years, experiential consumption has gradually risen. Unlike physical consumption, which focuses on obtaining physical goods, experiential consumption pays more attention to consumers' feelings and emotional experience in the process of consumption [1]. With the economic development, consumer demand is also constantly upgrading. The focus of consumers' consumption is gradually changing from the material level to the spiritual level, and the sense of ritual gradually infiltrates into daily consumption [2]. In this context, the "sense of ritual" in consumption has attracted more

and more attention. By integrating certain rituals, processes and scenes into the consumption process, consumers will have a stronger sense of experience and participation in the consumption process or in the use of products.

Previous studies have shown that young consumers pay more attention to emotional experience and feedback in the process of consumption than other consumer groups. Multidimensional value theory mentions that consumer perceived value includes functional value, emotional value, social value and other dimensions [3,4]. Scenario marketing with a sense of ritual can not only improve the level of instant happiness of consumers, but also strengthen the emotional connection between consumers and brand products. Consumers publish their product experience to social media and other platforms to obtain more social identity, which improves consumers' willingness to consume and promotes consumption sharing behavior.

In this context, scenario marketing has gradually become an important way to shape brand consumption experience and enhance consumers' purchase intention. Scenario marketing guides consumers to participate in the consumption process and improves consumers' experience and sense of ceremony by shaping the consumption environment and interactive ways. For example, Some brands enable consumers to obtain product experience in specific consumption scenarios through scenario shaping. Scenario marketing does not only focus on the product itself, but also makes the consumption process more ceremonial and obtain multi-dimensional sensory experience by shaping the scene, so as to enhance consumers' purchase intention.

Among the existing studies in the academic community, the focus is mostly on the single relationship between consumption and the sense of ceremony or scene. This study combines the scene marketing experience with the sense of consumption ceremony, and introduces the "sense of consumption ceremony" as an intermediary variable to study how the scene marketing can improve the purchase intention by improving the consumer experience and the sense of ceremony. In the practical sense, this study is conducive to the systematic understanding of the psychological mechanism of scenario marketing, and provides an empirical reference for enterprises in designing marketing activities with high participation and strong sense of experience, how to influence consumers' purchase intention by enhancing the sense of consumption ceremony, so as to improve the marketing effect and brand competitiveness.

2 Method

2.1 Research Basis and Assumptions

In recent years, with the continuous development of the experience economy, consumers have gradually changed their focus from price and function oriented consumption value to experience and emotion oriented consumption value [5]. Relevant studies have pointed out that when evaluating consumer behavior, consumers no longer only focus on the function and practical value brought by the product, but also pay more attention to the sense of experience and ritual brought by the consumption process itself, which is an additional experience beyond the product itself [6].

Existing studies have shown that experiential consumption refers to the consumption purpose of consumers to obtain a certain experience or life experience. The emotional level and cognitive level of experience will have an impact on consumers' attitude and consumption behavior, and can improve consumers' Consumption Willingness and consumption sharing behavior [5]. According to the multidimensional value theory, value includes multiple dimensions such as functional value, emotional value and symbolic value, which provides an important theoretical basis for understanding situational marketing. Consumers' purchase intention is not only affected by the attributes of the product itself, but also should be comprehensively analyzed in combination with consumption scenarios and consumption experience.

Scenario marketing refers to the behavior that enterprises combine products and services with specific situations in order to improve consumers' purchase desire and achieve marketing goals by analyzing and investigating consumers' consumption scenarios [7]. Different from the traditional marketing method with information transmission as the main means, scenario marketing makes the consumption behavior no longer a single transaction, but a more meaningful experience process.

Through the ceremony, consumers can feel unique taste or pleasure in the goods, which improves consumers' perception of the goods [8]. The sense of consumption ritual refers to consumers' perception of the non routine and symbolic significance of consumption behavior in the process of consumption [9]. When a product or brand is endowed with a certain sense of ritual, consumers will form sensory judgments from the dimensions of brand uniqueness and sense of dedication, thus promoting the generation of a sense of ritual [10]. The consumption experience with a sense of ritual often sets specific scenarios or steps, which can better meet the psychological needs of consumers and bring better consumption experience [6]. Scenario marketing strengthens consumers' consumption experience and improves consumers' sense of participation by creating consumption scenarios with special significance, which enables consumers to better perceive the sense of ritual in the process of consumption.

On this basis, this paper puts forward the following assumptions:

H1: scenario marketing experience has a positive effect on purchase intention.

H2: consumers' perception of ritual sense plays a positive intermediary role between situational marketing experience and purchase intention.

Based on the above analysis, this study constructed a theoretical model with scenario marketing experience as the independent variable, consumer ritual perception as the intermediary variable, and consumer purchase intention as the dependent variable. The purpose of this study is to systematically discuss how situational marketing affects the internal path of purchase intention based on the psychological mechanism of consumers.

2.2 Study Design

This paper adopts quantitative research method, collects data through questionnaire survey, and tests the research hypothesis. The questionnaire takes a specific coffee shop consumption scenario as an example, guides the respondents through the scenario description, and measures the relationship between situational marketing experience, consumption ritual perception and purchase intention. The questionnaire was measured in

the form of Richter five point scale, and the obtained data were analyzed by descriptive analysis, reliability and validity analysis, regression analysis and mediation effect analysis.

This study built a model around the independent variable "Scene marketing experience", the intermediary variable "sense of consumption ceremony" and the dependent variable "purchase intention". The data were collected through online questionnaires, and the questionnaires were distributed through social media, circle of friends and other channels. The respondents were mainly young consumers. A total of 106 questionnaires were collected, of which 106 were valid.

3 Result

3.1 Reliability and Validity Test of the Scale

Through reliability analysis, Cronbach's alpha of scenario marketing experience, consumption ritual perception and purchase intention

The indexes were 0.865, 0.795 and 0.818, respectively. The α reliability coefficient of each dimension is greater than 0.7, indicating that the consistency between the topics corresponding to each dimension is good, the reliability of the scale is good, and the collected data is relatively reliable. The results of validity test showed that the kmo value was 0.830 (>0.7), and the Bartlett spherical test was significant ($P<0.001$), indicating that the data were suitable for factor analysis, and the factor load of each item was within the acceptable standard. The scale had good structural validity.

3.2 Regression Analysis

Table 1. Regression Coefficients.

		Unstandardized Coefficients		Unstandardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2.134	.428		4.986
	Scenario-based Marketing Experience	.493	.106	.415	4.656
					Significance
					<0.001
					<0.001

Regression analysis refers to the interdependence between two or more variables. This study takes scenario marketing as the independent variable and consumer purchase intention as the dependent variable. As shown in Table 1, the non standardized regression coefficient $b=0.493$ means that the purchase intention will change by 0.493 units for every 1 unit change in the scenario marketing experience under the premise that other independent variables affecting the purchase intention remain unchanged. The non standardized coefficient B is a positive number, indicating that the scenario marketing experience and purchase intention are positively related. The stronger the scenario experience, the stronger the purchase intention of consumers. The influence of

the independent variable on the dependent variable is compared through the standardized regression coefficient β . The greater the absolute value of β , the greater the influence of the independent variable on the dependent variable. The standardization coefficient $\beta=0.415$ indicates that the impact is medium to high, indicating that the scenario marketing experience has a substantial impact on the purchase intention. T value represents the ratio of regression coefficient to standard error, and refers to the significance test of independent variable to dependent variable. The p value of the independent variable scenario marketing experience corresponding to t test is less than 0.05, showing a significant characteristic, indicating that the scenario marketing experience has a significant positive impact on purchase intention.

3.3 Mediation Effect Analysis

Table 2. Regression Results of the Mediation Model.

Effect Type	Effect	Std. Error	t	Significance	95%CI Lower Bound	95%CI Upper Bound	Standardized Effect
Total Effect	0.493	0.106	4.656	<0.001	0.283	0.703	0.415
Direct Effect	0.160	0.133	1.196	0.235	-0.105	0.424	0.134
Indirect Effect	0.333	0.104			0.118	0.529	0.281

As shown in Table 2, the total effect value=0.493, and the significance $P<0.001$ indicates that the scenario marketing experience has a positive impact on purchase intention on the whole, but does not consider the sense of consumption ceremony. In the direct effect, after putting the sense of consumption ritual into the model, the effect value=0.160, $p=0.235$. It shows that the influence of scenario marketing experience on purchase intention is weakened and significantly decreased. Scenario marketing experience does not directly affect purchase intention, but through a certain psychological mechanism. In the mediating effect, the effect value=0.333 and the confidence interval does not include 0, indicating that the mediating effect is significant.

4 Discussion

4.1 Cause Analysis

Through the research, it is found that scenario marketing experience has a significant positive effect on purchase intention. Scenario marketing makes consumers have a stronger sense of immersion and participation through specific interactive experience. This immersive experience can enable consumers to obtain novel and pleasant experience in the process of consumption, so as to enhance the brand preference and further improve the purchase intention. At the same time, consumer behavior is affected by emotion and other factors. Scenario marketing stimulates consumers through various sensory dimensions, so that consumers have a perception that the product is "worth

buying". Secondly, many situational marketing has social attributes, and marketing with "shareability" can stimulate consumers' conformity and group identity, and consumers are more likely to form purchase intention after others' purchase or recommendation.

This study found that the perception of consumption ritual played a completely positive mediating role between situational marketing experience and purchase intention. The results show that the situational marketing experience does not directly affect the purchase intention, but indirectly affects the purchase intention by changing consumers' perception of consumption ritual. Scenario marketing is endowed with certain experience value by creating a special consumption environment or specific situation, so that the consumption behavior is no longer a single product purchase. The consumption scene with specific theme and scenario narration makes consumers feel the particularity of the consumption process, thus forming a sense of consumption ceremony. As a kind of psychological perception, the sense of consumption ritual strengthens consumers' attention to the consumption process and provides added value for consumption behavior. When consumers perceive a sense of ritual in the process of consumption, they usually have a pleasant and expectant emotional experience. This positive emotional experience can not only improve consumers' evaluation of products, but also affect consumers' rational decision-making to a certain extent, reducing consumers' sensitivity to price or their requirements for product details and quality. At the same time, when the sense of consumption ceremony strengthens the symbolic meaning of the product, such as highlighting social status, reflecting personal taste, expressing life attitude, etc., consumers believe that the symbolic value of the commodity increases, and the purchase intention also increases.

4.2 Research Suggestions

This finding not only helps to deepen the understanding of the role of situational marketing, but also provides a new perspective for related research in the academic community. Compared with the previous direct investigation of the relationship between situational marketing and purchase intention, this study reveals the role of ritual sense from the perspective of consumer psychological perception. This research is of great significance for enterprises to carry out scenario marketing practice. Enterprises should focus on the shaping of ritual sense. Enterprises can make consumers form a clear perception of ritual sense in the process of consumption by improving consumers' sense of participation in the process of consumption or strengthening the symbolic meaning of consumption behavior. At the same time, compared with the strategy of short-term price change, scenario marketing based on ritual perception can more effectively and continuously improve consumers' loyalty to the brand, so as to better enhance consumers' purchase intention.

5 Conclusion

The purpose of this study is to discuss how scenario marketing affects consumers' purchase decision through their psychological mechanism. Under the background of the gradual rise of experience economy, consumers pay more and more attention to the

emotional value brought by the consumption process. Understanding the mechanism of scenario marketing has important theoretical and practical value.

Empirical evidence shows that scenario marketing experience can significantly improve the perception of consumption ritual, and the perception of consumption ritual can further have a positive impact on consumers' purchase intention. At the same time, after introducing the mediating variable perception of consumption ritual, the effect of situational marketing experience on purchase intention is no longer significant, indicating that the perception of consumption ritual plays a completely positive mediating role between the two. This shows that scenario marketing does not directly promote consumers' purchase behavior, but affects purchase intention based on the sense of consumption ceremony.

Theoretically, this study deepens the understanding of scenario marketing experience mechanism from the perspective of consumption ritual. In practice, this study is beneficial to enlighten enterprises to pay more attention to how to use scenario design to improve consumers' sense of ritual, rather than only through short-term price incentives and other means to promote consumers' purchase intention; At the same time, this study still has some limitations. For example, the Research scenario is mainly based on a single consumption scenario; The sample scope only stays in the young consumer groups and the sample size is small. In future research, it can test the model from the perspective of different consumption industries and consumption scenarios. In the follow-up study, it can also introduce new psychological variables for research, which is conducive to a more comprehensive disclosure of the mechanism of situational marketing affecting consumer behavior.

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