



**AN IMPACT STUDY ON CONSUMER EXPERIENCE AND BUYING  
BEHAVIORS ON PURCHASING APPLE INC PRODUCTS**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
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**AN IMPACT STUDY ON CONSUMER EXPERIENCE AND BUYING  
BEHAVIORS ON PURCHASING APPLE INC PRODUCTS**

**Thematic Certificate**

**To**

**JIAYING LI**

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## ABSTRACT

**Title:** An Impact Study on Consumer Experience and Buying Behaviors on Purchasing Apple Inc Products  
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Along with consistent economic growth and development, people's consumption levels continue to increase and companies no longer provide solely goods and services as a standard. Marketing strategies have also gradually evolved to provide customers with a good consumer experience. This article used the Apple experience as an example to analyze the relationship between the consumer experience, positive emotions and final product purchase decisions of its offline experience stores. The specific method was to perform extensive research and create a questionnaire for data collection. SPSS22.0 software was used to analyse and to determine whether the reliability and validity of the scale met the requirements. The results indicated that consumer experience is an important factor influencing purchase intention. Different consumer experiences have different influences on purchase intention. In-store experience factors have a significant positive effect on consumers' impulsive purchase behavior.

**Keywords:** Consumer experience, Consumer buying behavior, Apple Inc



## 摘要

标题: 消费体验对消费者购买行为的影响研究——以苹果公司为例

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随着经济的发展,人们消费水平不断提高,企业不再仅仅提供商品与服务为主体,营销策略逐步演变为为顾客提供良好的消费体验. 本文以苹果公司体验为例,分析其线下体验店在消费者体验、正向情绪与最终产品购买决策之间的关系. 具体方法是研究采用制作调查问卷,调查购买苹果软件以及电子设备目标人群,并通过SPSS22.0软件分析判断量表的信度与效度是否符合要求,进而实证研究消费者体验对消费者购买行为的影响. 最终通过实证研究表明,消费体验是影响购买意愿的重要因素,不同消费体验对购买意愿的影响程度不同,店内体验因素对消费者的冲动性购买行为有显著的正向影响等等。

关键词: 消费者体验 消费者购买行为 苹果公司

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# 1 INTRODUCTION

## 1.1 Research Background

With the transformation of China's economic development, people's sense of gain and fulfillment brought about by economic development has further improved, and people's consumption habits, product and service demand structures have undergone tremendous changes; on the other hand, as China's deepening reform Advancing in an all-round way, the further opening of the market has brought fierce market competition and new consumption concepts. With the global development of the experience economy, experience marketing is called a hot vocabulary in marketing. "It has become one of the top ten trends in China's consumer market.

Experience marketing refers to the use of companies to target customers to observe, listen, try, try, etc. so that they can personally experience the products or services provided by the company, allowing customers to perceive the quality or performance of the products or services, thereby promoting customer awareness and preferences And buy a marketing method. In this way, the goal of meeting consumer experience needs is to use service products as a platform and tangible products as a carrier to produce and manage high-quality products, while narrowing the distance between enterprises and consumers, while spreading the corporate brand and CultureCulture has increased product awareness. On the other hand, fast-growing mobile terminal electronic equipment companies have joined the Internet and retail industries. Mobile electronic products such as mobile phones, portable computers, and tablet computers have become indispensable personal consumer products for people's private lives. Such technology companies not only infiltrate the use of electronic products in every aspect of people's lives but also subtly and silently change and lead people's lifestyles and habits. Therefore, the entry of high-tech electronic mobile terminal products into the retail industry will inject new opportunities and challenges into the traditional retail sector. At the same time, it will also continue to affect the management and development trend of the entire mobile terminal sales industry.

Among them, Apple Inc., as the leader and vane of the development of the sector, experiential marketing is fully reflected in its marketing strategy. As far as the consumer experience of physical stores is concerned, the Apple Experience Store should say that it has created an aesthetic standard. After the fall: replace the traditional facade with a large area of glass material, which is open and transparent at a glance; a large area of the room is pure white, with white light lights, and simple black lines are used to assist the decoration, which is extremely simple and artistic; Abandon the traditional display window, change to a long open table, ample reserve space, display the product on it, invite consumers to try it at will, and give full consideration to consumers' experience requirements, while bringing consumers satisfactory shopping experience, Established a reputation for products, and spread corporate Culture.

This article takes Apple product consumer experience research as an essential entry point, studies the impact of consumer experience on consumer purchasing behavior, further quantifies various factors of consumer experience, draws conclusions, and analyzes the rationality and authenticity of the results.

### **1.1.1 Experience consumption is a new trend in the industrial age**

The industrial revolution initiated by the British in the 18th century triggered a massive change in human history and society. It created a new era of mass production of tools by machines. Traditional craftsmanship was gradually due to its low efficiency, uneven quality of finished products, and substantial batch costs. Decline. At the beginning of the 20th century, a group of designers in France, Britain, and the United States bravely accepted the unstoppable wave and trend of modernization and industrialization. They realized that the fear and the flat negation of mechanized mass production have always been likely to perish What's even more commendable is that they not only opposed the "Arts and Crafts" and "New Art" movements merely admiring nature and terrorism but also criticized the uniformity and loss of characteristics of products brought about by mechanized mass production. The uniform attributes of products in the industrial era have made various manufacturers start working on services outside the industrial products themselves.

Since the introduction of Philip Kotler's "Outline of Marketing," people have learned about market-oriented theory based on this book. Since then, marketing has entered a period of development of modern philosophy. After that, through the comparison and analysis of traditional marketing and experiential marketing by scholars, they agreed that conventional marketing has various shortcomings and shortcomings. In contrast, experiential marketing focuses on stimulating the senses of consumers and has a new era background. The following advantages will gradually replace traditional marketing and become the darling of the market. Since the end of the 20th century, experience-based marketing-based marketing methods have received more and more attention, and companies have transformed into modern enterprises that "meet customer needs and create customer needs."

### **1.1.2 Experience consumption has become a new global trend**

Today, online marketing is fully developed. Offline marketing is the top priority of every technology company, and store sales are the foundation and key to offline marketing. Therefore, store marketing is particularly essential. Stand out from the brand, and store marketing is the crucial magic weapon to win. At this time, an emerging marketing strategy is in front of major manufacturers-experience marketing. Experiential marketing is a new marketing method in recent years. Experiential consumption refers to a consumption model that aims at experiencing goods as consumer content to obtain novel experiences and enjoyable and memorable consumer experiences, which in turn stimulates consumers' emotional and rational factors, including Consumer's experience, participation emotion, operational thinking, actionability, thinking association, etc., while mobilizing the sensitive and sensible factors mentioned above, a marketing method whose purpose is to redefine and design a way of thinking to This way of thinking is a new marketing approach.

From the definition of consumption, it is not only the selection, purchase, maintenance, repair, or use of the ultimate product (goods, facilities, or services) to meet their needs and needs under current economic and social conditions. Process and consumption can also bring consumers experience of satisfaction, happiness,

frustration, or disappointment. "

Driven by economic globalization, social production and supply activities tend to provide standard parts and components, and even use standardized products to meet global consumer demand. Consumption behavior has already broken through national borders, and several global consumer-oriented businesses have been cultivated. (Global Consumption Orientation, GCO). They fully accept and absorb global CultureCulture, consume universal products and global brands, and have the characteristics of individualism, economy, and abandoning old and new. Especially for consumers in developing countries, becoming a member of global consumers is one of the critical signs of global consumer citizenship. By pursuing products and brands that are consistent with most consumers around the world, they reject and discard local unique traditions and customs, and gain the virtual identity of the global community.

Because global consumer identity is less affected by external contexts and is a more stable attitude, consumers can accomplish not only the demonstration effect on the status of other groups in their country but also a simple way to distinguish their social status. The rise of global consumer culture is in line with the "homogenization" proposition of globalization of consumption. The consumer goods (uniquely innovative technology products) and lifestyle elements of developed countries have spread to the world, which has reshaped the process of use and cultural change in developing countries. It is worth noting that since the beginning of the 21st century, the rise of global trade protectionism, the populist tendency under the wave of refugees in Europe, and the Trump election have accelerated the departure of markets, capital, and other factors from the process of global integration. , Twists and turns, uneven globalization era, and the rise of the anti-globalization trend of thought result from the retaliatory rebound of various regional factors caused by the rapid globalization of capitalism. Developing countries, especially with ancient cultural traditions Developing countries (such as China and India), are actively committed to using the "social-cultural" anti-de-embedding force while maintaining cultural diversity and ethnic identity while shaping consumer brands with local characteristics and global power And products. Unlike localization and globalization/inverse globalization, the global consumption field presents the trend and direction of



"glocalization." Globally localized products can meet the expectations of potential consumers for a "better possible world." Countries or regions can produce and manufacture industrial products through "regional" consumer products, while maintaining technological ethnic monopolies, triggering other areas. The consumer interest of consumers within the region, complete global transactions across sectors and rebuild the globalization process.

### **1.1.3 Experience consumption links the advantages of guided consumption and traditional consumption**

In 1998, the two founders of American Strategic Horizon LLP (B-josephine II and JamesHgilmore) proposed experiential marketing to draw consumers into marketing when selling products through this marketing method. Allow consumers to experience before deciding to buy fully, and use this to stimulate and mobilize the Consumer's emotions, senses, and other perceptual factors, to capture his heart from the heart of the Consumer so that he can obtain it while consuming and purchasing the product. Satisfaction. The winning score of experiential marketing is to make consumers psychologically and spiritually satisfied and to form a willingness to buy under the psychological feeling of comfort while generating the possibility of repurchase. The view of experiential marketing believes that consumers are both rational and emotional when purchasing goods. This view breaks through traditional sensible consumption and allows marketing to reach a new level. At the same time, this view believes that the Consumer's experience before, during, and after purchase is the key to his purchase behavior and product brand marketing. The current experience marketing strategies are mainly divided into five categories, which correspond to those above emotional and rational factors, including sensory, nervous, thinking, action, and related.

This article believes that for manufacturers of technology products such as mobile phones and computer manufacturing, sensory marketing strategies, and emotional marketing strategies are critical. The perspective of the neural marketing strategy is mainly to create the experience of perceptual experience. The focus is to create a sensory experience from a visual standpoint so that consumers have the

motivation to purchase and increase the added value of the product. The experience marketing strategy mainly focuses on touching consumers' hearts and creating emotional experiences while marketing so that consumers are driven by their inner emotions to purchase products. Of course, the sensory marketing strategy and the moving marketing strategy are complementary to each other. In the final analysis, it is the emotional marketing strategy that stimulates consumers to have a desire to buy. The moving marketing strategy is more about Consumer's psychology, which has to introduce psychology, combining psychology and economics to analyze how to formulate relevant experience marketing strategies. From a psychological point of view, the experience is an essential factor to improve consumer perception and awareness, and it is also a critical factor that drives consumers' desire to purchase. Experience consumption integrates the advantages of guided consumption and traditional consumption.

## **1.2 Research purpose and significance**

### **1.2.1 Purpose**

(1) Clarify the logical relationship between the classification of consumer experience and purchase behavior

This article takes the consumer experience in the Apple product store and the final purchase behavior as the research object. It surveys a large number of people to fully understand directly which dimension of the in-store experience is more likely to trigger consumer purchase behavior. It tells the company's operating personnel the exact needs of consumers, clearly clarifies the characteristics of consumers' purchases, better helps merchants grasp consumers' psychology, clarifies the logical relationship between the classification of consumer experience and purchase behavior, and improves the economic benefits of enterprises. This article draws on domestic and foreign scholars' literature on impulse buying behaviors. Taking the concept bookstore as an example, the purpose is to explore the influence mechanism of in-store experience on consumers' impulse buying behaviors. Combined with relevant knowledge of consumer psychology, consumers As a mediating variable, we test whether positive emotions have a mediating effect between in-store experience and

impulse buying behavior, and how positive emotions work between the two.

(2) Construct business logic of consumer experience and purchase behavior

The purchasing behavior logic refers to the process activities involved in the Consumer's purchasing behavior, including consumers' subjective psychological events and physical material activities. Consumer buying behavior is a complete process consisting of a series of links and elements. In this process, the purchase decision is at the core; the correctness of the decision directly determines the direction and utility of the purchase behavior. This article analyzes the impact of consumer experience on consumer purchasing behavior and constructs the effects of consumer experience and consumer purchasing behavior.

(3) Clarify the quantitative relationship between the two

This article studies consumer shopping experience by elaborating on the four dimensions of consumer value in the consumer experience, the in-store environment, the product mix, and people's communication. It further clarifies the quantitative relationship between consumer experience and purchasing behavior. The analysis of marketing strategy not only supplements and enriches the research field of experience consumption, but also connects the bridge between experience consumption and impulse purchase behavior, which is conducive for Apple to improve its experience marketing strategy.

### **1.2.2 Significance**

This article takes Apple's experiential marketing as the research object and surveys quite a few Apple users. Based on the complete collection and organization of data, you can directly understand which dimension of the in-store experience can trigger consumers to make a purchase. Behavior can directly tell marketers which specific consumer experience dimensions are more likely to trigger consumer purchasing behavior. The response can intuitively understand Apple's operators about the exact needs of consumers and more clearly define consumer Buy features. Grasp consumer psychology and improve the economic efficiency of the store. The research conclusions and recommendations of this article refine the quantitative model formed

by the consumption experience scale through empirical consumption classification, which can provide a reference for similar technology product companies.

When Terblanche & Boshoff (2006) studied in-store experience and consumer loyalty, he suggested that the in-store experience includes five aspects: product value, in-store environment, product mix, employee service, and complaint handling. This article considers interviews with users of surrounding Apple products and examines the dimensions of customer complaint handling based on the impulsive characteristics of consumers after purchase. Customer complaints processing is believed to be relatively small in the impulse purchase of the Apple Experience Store. The degree of influence is not large, so this article only studies from the following four dimensions (commodity value, employee service, in-store environment, and product mix).

This article takes the Consumer's impulse purchase behavior in the Apple Experience Store as the research object and conducts a questionnaire survey on a large number of people. It can fully understand directly which dimension of the in-store experience is more likely to trigger consumers' purchase behavior and intuitively tell the in-store operation. The real needs of people and consumers clearly define the purchasing characteristics of consumers, help merchants grasp consumers' psychology and improve the economic benefits of the store.

### **1.3 Research Process**

This research first refers to electronic journals and books for literature review, to understand the current research results and development trends in the research field and clarify the problems they want to research. Then construct research models, define variables, design scales based on theoretical knowledge in related areas, conduct pre-tests, and modify pre-test questionnaires through reliability and validity analysis. After that, a formal inquiry is issued, and descriptive statistics are used to understand the distribution of the sample's characteristic values. Reliability analysis and confirmatory factor analysis are performed on the sample to ensure that the data obtained from the questionnaire and sampling can be better measured Latent variable.

Then perform hypothesis testing through the structural equation model and get a conclusion. Finally, the findings of the research are summarized, management practices are proposed, the limitations of the existing study are pointed out, and the prospects for future research prospects.

This article is divided into five chapters. The content of each chapter is as follows:

The first chapter is the introduction. This chapter mainly explains the motivation, purpose, process, and structure of the research. Research background and ask questions. The current research status of experience marketing and consumer purchasing behavior is elaborated, and the problems are brought out. The research content of this article is determined by combining the impact of Apple's experience marketing on consumer purchasing behavior.

The second chapter is a review of the literature and theory related to this study. This article builds on the theoretical assumptions proposed based on the analysis and summary of related theories and research. It creates a model of the relationship between in-store experience, positive emotions, and purchasing behavior.

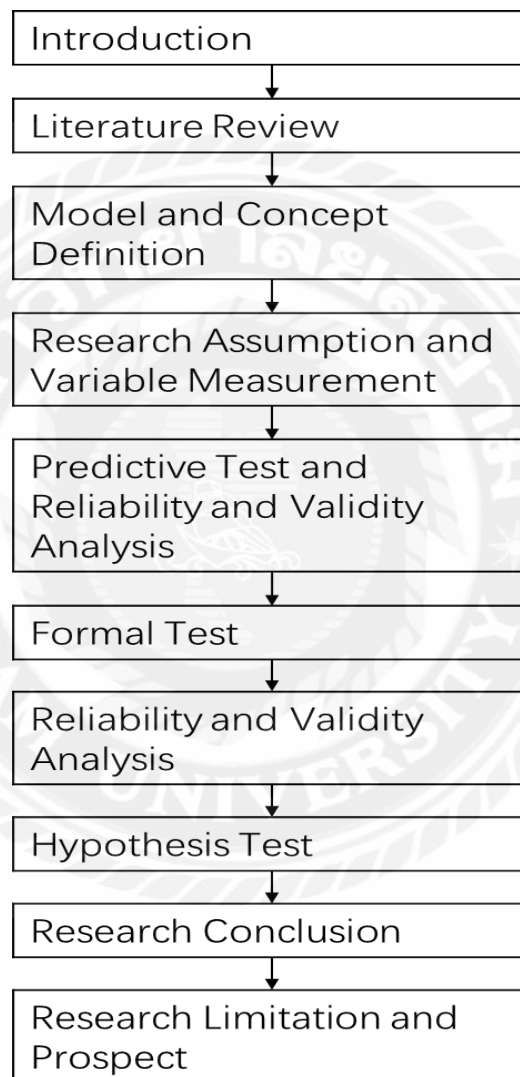
The third chapter is the research methodology. Questionnaire survey. This article uses a questionnaire survey method to collect data. The questionnaire is uniformly distributed on the questionnaire star platform. SPSS22.0 and AMOS21.0 software are used to test the reliability and validity of the recovered data. The validity test includes exploratory Factor analysis and confirmatory factor analysis.

The fourth chapter is data analysis. We are using software to construct a structural equation model of impulse buying behavior. This paper uses AMOS 21.0 software to integrate the structural equation model between in-store experience, positive emotions and purchasing behavior, analyzes the model, and verifies the theoretical assumptions.

Chapter 5 is conclusions and recommendations. Based on the empirical research results, this paper theoretically interprets and analyzes the results obtained from the

data analysis in the previous chapter, draws the main research conclusions of this paper, and puts forward corresponding suggestions for the enterprise's experience marketing practices. It also points out the research limitations and future research of this paper. I am looking forward to it.

Table 1.1 Research Technology Roadmap



## **2 LITERATURE REVIEW**

### **2.1 Review of Consumer Experience Literature**

#### **2.1.1 Sorting out the concept of experience consumption**

Since the term, experiential marketing has not been in the eyes of researchers for a long time, and the scale of the experience industry and its Number of employees have not surpassed the service industry and manufacturing industry, so far, both marketing practitioners and Researchers, the complete definition of experience marketing is still under debate. However, this kind of understanding is essential for the development of experience industry and experience marketing. So in this part, we will discuss and study the concept of experience marketing to Give a clear definition of experiential marketing. Of course, to clearly define the research scope of experiential marketing, it is an indispensable prerequisite to describe the experience as an economic provider.

Consumer experience has attracted the attention of many scholars abroad. The earliest scholar who proposed consumer experience was Norris (1941). He pointed out that the customer's consumer experience is not about the item but related services. Csikszentmihalyi (1975) once proposed the idea of "Flow Experience," which mainly means that if people are fully engaged in the situation, concentrate their attention, and remove other unrelated consciousness, people will enter a comfortable and immersive state. Holbrook & Hirschman (1982) believes that the consumer experience is an emotional expression and is the customer's feelings after consuming. This feeling will affect the customer's next consumption tendency. Abbott (1995) emphasized that experience is related to consumers and pointed out that all products are for performing services. What people need is a satisfying experience, and this experience is achieved through activities and is in the human inner world. And external economic activities. Pine & Gilmore (1998) regard consumer experience as a commercial product and believe that knowledge is a business that uses services as a stage and goods as props to create activities worthy of consumer memories. Schmitt (1999) treats experience as an



individual event in which an individual responds to certain stimuli, usually caused by direct observation or participation of the game, and has nothing to do with the authenticity of the event. Addis & Holbrook (2001) regarded the consumer experience as personal and purposeful or the interaction between consumers and products. Subjectivity refers to a person's feelings, thinking, cognition, and mental state, and will change due to changes in the external environment. Purposes arise from services, goods, etc. Both will have an impact on the overall consumer experience, so it is essential for the consumer experience. Arnould (2002) believes that the consumer experience covers a period, including the three phases of pre-consumption knowledge, consumption experience, and post-consumption experience, and these three phases are closely related. Affect consumer loyalty to a product or service.

Compared with foreign countries, related domestic research started relatively late and began in the 21st century, but some scholars' relevant research results are also worthy of our reference. Wang Shengsheng (2003) believes that experience is the beautiful feeling produced by one person when he or she reaches a certain level of emotion, physical strength, intelligence, or even spirit, or the individual responds to certain stimuli. Feel. Cui Guohua (2003) proposed that consumer experience is a feeling, and this feeling stems from the active participation of customers in the experience scenarios provided by enterprises. Duan Zhaolin (2005) pointed out that experience is not just a certain appeal of reason or emotion; it is to create a whole feeling and bring participants a sense. Liao Yichen (2005) believes that experience is an individual's psychological feeling. It is a unique, high-intensity, lively, and inexplicable momentary deep-seated emotion that transcends general expertise and knowledge in social life. Gao Shaoyun (2005), after researching the coffee chain consumer experience, proposed that the consumption process consists of three stages: input, processing, and output. The consumer experience belongs to the third stage, the output stage. Du Jiangang et al. (2007) conducted an empirical study on team travel. They defined the consumer experience as a tourist who participates in service consumption as a member of the event in a real or virtual scene provided by the service company. The feelings and evaluations made by the process involve a series of cognitive, sensory, social, emotional, and intellectual psychological responses.

Throughout the domestic and foreign scholars' understanding of consumer experience, although they are different, they have the following in common: first, the subject of the consumer experience is the customer or Consumer, and the object is the product or service provided by the enterprise; second, the consumer experience It is a subjective feeling. Different customers or consumers will have mixed feelings. The same customer or Consumer will have different tastes in different situations. Finally, the consumer experience will affect the customer or Consumer's consumption habits. Have a particular impact.

#### (1) Need

Need refers to a psychological state in which people feel a lack in individual life and social life, and strive to be satisfied; its essence is the continuation and development of life, and the need to reflect the needs of material things necessary to adapt to the environment. This reflection is usually expressed in the form of desire, desire, and will. The formation of the need requires two conditions: "feeling of deficiencies" and "willingness to meet the requirements";

#### (2) Consumption

Consumption is an important and final link in the process of social reproduction. It refers to the process of using social products to meet people's various needs. Consumption is divided into production consumption and personal consumption. The former refers to the use and consumption of production materials and living labor in the production process of material elements. The latter refers to the behaviors and methods in which people use the produced material information and refined products to meet the needs of their personal lives and is "performing life functions outside the production process."

#### (3) Experience consumption

Experience refers to the realization of an object and the emotions produced by the senses or the mind. Consumption experience relates to the feeling and awareness that a person experiences when using a product or enjoying a service.

#### (4) Consumer needs

The so-called consumer demand refers to the Consumer's requirements and desires for consumer goods in the form of products and services. Consumer needs are included in the general human needs.

#### (5) Consumer experience

Consumption can be divided into functional consumption and experience consumption. Useful use refers to a consumption model that targets general merchandise as the content and pursues the functions and attributes of the product; Experienced waste refers to a consumption model that aims to experience the product as the content of consumption to obtain novel and pleasant experiences.

### **2.1.2 Classification of Experience Consumption**

In the context of the era of experiential marketing, people are no strangers to the in-store experience. On the contrary, more and more companies or operators now focus on experiential marketing and stimulate consumers' desire to buy by providing consumers with a better in-store experience to Generate buying behavior. So what aspects of the in-store experience excite consumers? In other words, what are the dimensions of the in-store experience? Regarding its division into degrees, scholars have slightly different views. Schmitt (1999) divides experience into five aspects: sensory knowledge, emotional maturity, thinking experience, action experience, and connected experience.

Sensory experience refers to the formation of perceptual stimuli from sight, hearing, smell, taste, and touch to form aesthetic pleasure, excitement, beauty, and satisfaction. This type of experience can not only distinguish different products or services, but also directly stimulate consumers, add value to consumers, and achieve product differentiation.

Emotional experience is composed of positive and negative emotions and strong feelings, and the sensations during contact interaction and consumption are the strongest. Emotional experience touches the inner feelings of consumers to make them feel happy and sublimates them into beautiful experiences.

Thinking experiences can be created by creating surprises, inducing, or stimulating, to attract consumers' attention, trigger curiosity, and stimulate a sense of excitement. Encourage consumers to think carefully and make their thinking more

creative to re-understand the company and its products. This is the goal of thinking about experience marketing.

Behavioral experience is formed by creating physical sensations, lifestyle patterns, and interactive relationships. Consumers show their senses and values through behaviors. Behavioral experience enriches customers' lives by showing them other ways of life or lifestyles to cause changes in customer behavior.

Relevant experiences are related to cultural values, social roles, and group belongings. By creating culture or community that consumers want to participate in, they create a unique social identity for consumers. Relevant experiences make use of the Consumer's desire to improve themselves and be seen by others, linking consumers to the broader social system so that consumers have their own unique experiences.

Professor Schmitt's strategic experience module has a significant impact on related domestic research. Zhang Hongming (2005) is based on the above model. It divides consumer experience from the perspective of the type and level of human psychological needs and the process of human cerebral pursuit. Five aspects: sensory knowledge, emotional maturity, achievement experience, spiritual experience, and spiritual experience.

The sensory experience is the texture of the five senses, such as human vision, in the process of information exchange with the outside world.

Emotional experience is formed based on sensory experience. It is expressed as the interaction between people. It is an experience created by the integration of multiple emotions in the heart.

Achievement experience refers to the fact that individuals need to be recognized by the society based on satisfying the needs of emotional experience, and strive to obtain social achievements or social status.

Spiritual experience refers to an individual's desire for elegance after meeting material needs. The spirit and emotion are different, and it far exceeds material fame and fortune.

Spiritual experience is an experience that people produce in the process of pursuing a religious destination, and it reflects the pursuit of the spiritual goal. The spiritual experience can be said to be the highest realm of the consumer experience.

Holbrook (2000) summarized four dimensions of consumer experience from the consumer experience literature—experience, entertainment, desire for expression, and pleasure to pass, referred to as 4Es. 4Es contains four major components and twelve types. Specific reference Figure2.1

Experience	Entertainment	Exhibitionism	Evangelizing
Emotion	Excitement	Express	Evince
Enjoyment	Ecstasy	Expose	Endorse
Escapism	Esthetics	Enthuse	Educate

Figure 2.1 Twelve types of consumer experience 4Es concept

Li Jianzhou and Fan Xiucheng (2006) conducted an empirical study on the dimensions and structure of customer service experience and proposed a three-dimensional model of customer service experience. This model divides customer experience into three dimensions, namely, emotional expertise, functional expertise, and social experience. Wen Tao and Hou Tieshan (2006) explain the customer experience from two perspectives: perceived knowledge and emotional maturity when investigating the influencing factors of customer shopping experience in large department stores. The overall perception of factors such as service quality: Emotional expertise refers to the personal and psychological-emotional changes of customers. In related research, Terblanche & Boshoff (2006) surveyed shop consumers in multiple retail industries. Based on the analysis and study of the survey results, he proposed the In-Store Shopping Experience (ISE) model.

Moreover, the model was discovered by two people based on surveys in different retail industries. This universality directly proves the validity of the model. The ISE

model believes that the in-store shopping experience will be affected by five factors, namely the value of the product, the in-store environment, the combination of products, contact with people, and handling customer complaints. The ISE model explains the meaning of these five factors as follows: product value Refers to whether consumers perceive the price of the product in the store and experience the quality of the product, whether the quality of the product matches the cost, etc .; the in-store environment means that the customer browses in the store and conducts certain products. Whether the in-store environment perceived during the experience is clean and whether the product display in the store is reasonable. Commodity combination refers to whether the types of products that consumers understand when browsing in the store and experiencing certain products are complete, whether the style is diverse, whether the brand is precious, and so on. Personal contact refers to the process in which consumers interact with shopping guides, waiters, and cashiers in the store; handling of customer complaints involves to whether consumers encounter problems when shopping in the store, and whether claims can be promptly responded to the mall And the response speed is fast enough, whether the response attitude is excellent and so on. Although scholars have made a lot of research results on experiential marketing, experiential economy, and in-store experience in recent years, most of the divisional dimensions of in-store expertise are based on Terblanche's research. Therefore, this article is mainly based on the division dimensions of Terblanche and Boshoff when dividing the aspects of the in-store experience.

### **2.1.3 Research Direction of Experience Consumption**

Looking at the consumer experience research literature, combined with the needs of consumer experience research development, the main research directions for future research are:

(1) Research on basic theories and models of consumer experience. The significance and value of consumer experience research is that "consumer experience is one of the sources of customer value", which is also a potential assumption of consumer experience research. Moreover, in experiential consumption, its role is greater than other sources of customer value. Therefore, the research on the

dimensions and theoretical interpretation models of customer consumption experience in experiential consumption is the most basic impetus to promote consumer experience research. For example, the study of the constituent dimensions of consumer experience. Consumer experience is a personalized behavior. Finding the common consumer experience in personalization, and thus forming the consumer experience dimension is a very valuable study.

(2) Strengthen empirical research and enhance the validity of the conclusions. Because the consumer experience is a highly personalized behavior, it brings great difficulties to the construction of theoretical paradigms. To overcome these problems, we should strengthen empirical research. Relevant domestic research is very weak in this regard. For example, consumer emotions and emotional consumption experience have a great impact, but which emotions will have an impact on consumer consumption experience, and how these effects are transmitted, they need to be empirically studied.

(3) Improve research skills and boldly borrow mature research methods from other disciplines. As mentioned above, consumer experience research requires researchers with higher research skills and interdisciplinary knowledge. Consumption experience itself is a concept that involves related disciplines. Economics, psychology, sociology, aesthetics, anthropology, semiotics, philosophy, education, and other disciplines have all studied it. Some of these disciplines have mature research methods that can also be borrowed. Mature interdisciplinary research methods will undoubtedly promote the study of consumer experience. Holbrook (1995) borrowed anthropological introspection to study consumer experience. This method is also considered to be the most promising method in consumer experience research today.

(4) Explore the management and use of consumer experience by enterprises. Use consumer experience related theories to solve some practical problems. For example, it can be used to study the service quality of the service industry, the influence of shopping mall design and atmosphere on consumers' emotions, purchase desires, and the influence of experiential advertising, as well as the tourism and leisure industry, financial service industry, retail industry, and luxury goods industry. Wait. The ultimate



purpose of consumer experience research is to allow companies to grasp consumer experience and lay the foundation for long-term development.

We study the issue of experience consumption, which should be based on consumers' perspectives on the life consumption field. The purpose is to explore how consumers can "consume" experience products better to meet their own experience, consumption needs, and maximize consumer benefits. That is to say, the focus of experience consumption research is the "consumption" of experience goods, and the "production" and "marketing" of experience goods are external variables and established conditions. When we study experience consumption, we will also discuss the problems related to the experience economy and experience marketing. Here, "production is for consumption," "marketing is for consumption," experience economy, and experience marketing are means. And experience consumption is the purpose. For consumers, the significance of experience economy and experience marketing lies in "creating" and "marketing" experience products to meet consumers' experience consumption needs and to maximize consumption benefits.

When we study the issue of experience consumption, we must scientifically reveal the essential characteristics and internal laws of experience consumption on the one hand, and on the other hand, be easy to understand, understand and accept by ordinary consumers, and become a useful reference for them to experience consumption. This requires, first, that consumer research should adhere to the "consumer perspective" and "consumer line." The essential content of the "consumer perspective" includes a perspective that is closely connected with the Consumer, a view that serves the Consumer wholeheartedly, an attitude that effectively represents and protects the interests of the Consumer, a perspective that is all responsible to the Consumer, and a view that learns from the Consumer humbly. "Consumer line" mainly means: everything is for the Consumer, everything depends on the Consumer, from the Consumer to the Consumer. Second, experience consumption research should adhere to the "consumption practice perspective." "Consumption Practice Viewpoint" requires that the study of experience consumption theory is based on experience consumption practice, summarizes things with regularity from experience consumption practice, and tests, develops, and improves experience consumption

practice. It has guidance for experience consumption practice significance. Whether it is a "consumer point of view," "consumer line" or "consumer practice point of view," the fundamental one is to insist that consumers are practitioners and creators of experiential consumption practices, and to insist on experiencing consumer practices is to test the truth of experience consumption. The fundamental standard of sex. In this sense, based on the perspective of the field of consumer life and consumers, it is conducive to better research on the issue of consumer experience and scientifically reveal its essential characteristics and internal laws.

## **2.2 Research on consumer purchasing behavior**

### **2.2.1 The concept of consumer purchase**

Consumer behavior, in a narrow sense: only refers to consumer purchasing behavior and actual consumption of consumer materials. In a broad sense: the various actions consumers take to obtain, use, and dispose of consumer goods and the decision-making process that precedes and determines these actions and even includes a series of complex processes such as the acquisition of consumer income. Consumer behavior is dynamic. It involves the interaction of perception, cognition, practice, and environmental factors, as well as the transaction process.

With the change of consumption patterns, the process of economic evolution has shifted from the past agricultural economy, industrial economy, and service economy to the era of the "experience economy." According to the Strategic Horizons LLP consulting company in Ohio, USA Co-founders B. Joseph Pine II and James H. Gilmore in the Harvard Business Review bi-monthly, July-August 1998, "The Age of the Experience Economy" (Welcome It is pointed out in the to the Experience Economy: The era of the experience economy has arrived, and it distinguishes the four stages of the evolution of economic value into commodities, goods, services, and experiences. The so-called experience economy refers to the company's focus on service and products as materials to create a memorable experience for consumers. The traditional economy mainly focuses on the product's powerful functions, beautiful appearance, price advantage, expertise, and identity recognition. Grab consumers'

attention, change consumer behavior, and find new survival value and space for products.

Consumer purchase behavior includes the entire purchase process of the Consumer, such as a preliminary understanding of the product before purchase, a decision-making process, and post-purchase evaluation and feedback. The basic pattern of purchasing behavior is also a demand-motivation pattern. The specific process is as follows:

Consumer buying behavior can be divided into five stages:

The first stage is to identify the need. The Consumer's purchase process begins when he realizes that he needs a particular product or service. These needs can be caused by internal factors or external factors. For example, just happen to pay attention to the promotion and discount activities of the company or hear the evaluations of other consumers that have a good impression on a particular product and generate purchase intention.

The second stage is seeking information. Under normal circumstances, consumers think more about what brand to buy, whether it is well-known or unknown; spend a lot of money or purchase bargains and where to go in the end, etc., these need to be obtained by consumers themselves. The information they are satisfied with and need, such data generally includes: quality, price, evaluation of others, etc. The source for consumers to obtain this information is through business, individuals, consumers, and experience.

The third stage is a comparative evaluation. The primary purpose of this stage for consumers is to understand which type of product or service meets their needs. After consumers collect data and make value judgments on products and services, they will compare and evaluate the products or services. In this process, consumers are also most susceptible to various other factors such as the masses, the market, and word of mouth.

The fourth stage is the decision to buy. After consumers evaluate and make

choices on their products, their purchase intentions are initially formed. Consumers generally prefer to buy their favorite brand or product. But sometimes consumers' purchasing behaviors also change, such as being influenced by others' attitudes or other unexpected events.

The fifth stage is the post-purchase evaluation. It is the evaluation and feedback of consumers on the products or services they have purchased. It affects whether consumers will have the same buying behavior again. It concerns the future market of the product or service and the credibility of the company that provides the product or service. In this process, consumer evaluation and feedback can quickly form a word-of-mouth effect and drive or influence other potential consumers' purchasing behavior.

From the above analysis, it can be seen that consumer purchasing behavior is a dynamic process. To study this dynamic purchasing behavior, it is necessary to analyze the perceived needs of consumers deeply, the practical perception of consumers, and the underlying factors affecting consumer purchasing behavior, including trust And consumer buying decision process.

### 2.2.2 Consumer Purchase Behavior Classification

American scholar H. Assel divides consumer purchase decisions into four categories based on the level of customer involvement and brand differences

	High level of intervention	Low level of intervention
Decision-making (information search, considering brand selection)	Complex decisions (cars, electrical appliances, etc.)	Limited Decision Making (Adult Cereal, Fast Food, etc.)
Habit (little or no information search, only one brand considered)	Brand loyalty decisions (sports shoes, adult cereal, etc.)	Habitual decisions (canned vegetables, paper towels, etc.)

Figure 2.2 Classification of consumer purchase decisions

The purchase decision category of the buyer will not be fixed, but will change as the product life cycle moves and other reasons, which means that the corresponding purchase status has shifted.

Habitual purchase decision	————→	Limited problem solving	————→	Extended problem solving
Low cost products		————→		High cost products
Frequent purchases		————→		Less frequent purchases
Low level of consumer intervention		————→		High level of consumer intervention
Familiar product categories and brands		————→		Unfamiliar product categories and brands
Very little thought, investigation and spending on purchases.		————→		Think, investigate and spend extensively

Figure 2.3 Consumer intervention and purchase decision classification

In the era of the experience economy, the consumer purchasing behavior of consumers shows the following trends.

1. The level of consumer demand shifts to high-end.

While paying attention to product quality, consumers pay more attention to emotional pleasure and satisfaction or pursue a particular product that matches the ideal self-concept. People pay more attention to the closeness between the product and themselves and prefer those emotional products that can resonate with their psychological needs. The purpose of people buying goods is no longer out of the requirements of life, but out of satisfying an emotional desire. Nesbitt, the author of *Megatrends*, said that whenever a new technology is introduced into society, human beings must produce a response that needs to be balanced, that is, a high emotion, otherwise, the latest technology will be rejected. The higher the technology, the greater the emotional needs. The introduction of the Internet and the establishment and prosperity of online virtual communities are proof. The application of new technologies to changing social life is also the scope of high emotional needs, and it will even extend to all areas of social life. With the rise of the world's new technological revolution and the improvement of people's material living standards, more and more consumers in the modern era have become less sensitive to price changes after "quantity satisfaction." Now they are more concerned about

Psychological and spiritual satisfaction. Maslow, a famous American psychologist, put forward the theory of levels of needs. He divided human necessities into levels. Namely, physical demands, safety needs, belonging and love needs, respect, and self-actualization needs. With the progress of human civilization, human connection and self-actualization have become the urgent pursuit of modern people. As a result, many products or services that cater to this change have become popular.

2. The unitary customer satisfaction model is out of date, and the consumer demand model is personalized.

People are increasingly pursuing products or services that can contribute to the formation of their personalized image and show their distinctiveness. Today, with the advent of the information age, consumers, while fully experiencing the material results brought by high-tech such as information and the Internet, pay more attention to humanistic care than ever before, emphasize the return of human nature, and fully satisfy the spiritual needs and personality of people. The life of modern consumers is developing towards individualization and diversification. On the one hand, people with intense self-consciousness hope to show their unique personality and taste through brand consumption in various areas of daily life. The distinctive feature of personalized use is that consumers demand that the products meet their individual needs, such as pinning emotions, displaying personality, and communicating. Consumer preferences carry a "self-brand," and they always like to customize it for themselves.

3. Consumers shift from focusing on the product itself to focusing on product acceptance.

Modern people's consumption seems to not only focus on what kind of product they get but also pay more attention to where and how to get this product. In other words, modern people no longer attach importance to results, but processes. The most typical is the success of Starbucks coffee in the coffee market. People would rather spend more money to enjoy the feeling of drinking coffee at Starbucks than to drink Nestle instant coffee at home or in the office to learn about thirst. At Starbucks, coffee is just a carrier through which Starbucks conveys a unique style to customers.

4. Consumers pay attention to the pursuit of brand culture.

According to Wiblin's social psychology model, after satisfying the necessary living needs, consumers will have the pursuit of CultureCulture, and the cultural value of products is mainly realized through brands. Although it is not yet possible to measure the degree of difference between the pursuit of CultureCulture and the basic needs of life, the Consumer's search of brand culture is an indisputable fact, and the influence of cultural factors on purchasing decisions will become more and more critically important. From the previous development experience of famous foreign brands, in addition to excellent product quality, thoughtful service, and effective communication, the brand's cultural connotation is also essential for it to become a famous brand.

5. Consumers pay more attention to self-realization in the consumption process.

In the past few years since the beginning of the century, as more and more wealthy people have higher cultivation and taste, what they value is the cultural charm or style characteristics of the items, and they like the personalized and symbolic products. And service. They take the fullness and enrichment of the personal spiritual world as the starting point of consumption, and in use, they pay more and more attention to psychological feelings, self-presentation, and self-realization. The meaning of eating has changed from the consumption of food and clothing to the display of wealth and manifestation of the inner spiritual connotation, from the drive of biological needs to current waste that is more social, symbolic, and self-fulfilling. This can be seen as a transcendence of traditional consumption concepts, or a consumption revolution in contemporary Chinese society.

6. Consumers have increasingly strong aesthetic needs.

With the acceleration of the pace of life in modern society, consumers not only emphasize the practicality of products but also pay more and more attention to perceptual and aesthetic consumption, that is, they hope to obtain certain emotional feelings through consumption activities to meet specific aesthetic, spiritual needs. To meet consumers' aesthetic needs, products, and services are emphasizing increased aesthetic value.



## 7. Awareness of consumer rights.

In the era of the experience economy, consumers' master consciousness awakened, and they began to exercise consumer rights. Consumer rights include the right to request information about goods, litigation claims, evaluate and monitor the quality of products and services of the company. The promulgation of laws and regulations to protect consumer rights and the establishment of consumer associations around the country have enabled consumer rights to be favorably protected.

Combining relevant literature, we found that research on consumer purchasing behavior is mainly divided into three aspects:

The first is research on purchasing under the theory of planned behavior. Planned behavior theory is mainly used to predict human behavior. The use of planned action in marketing is used to predict consumer behavior. Foreign scholars use planning behavior to make predictions on consumers' purchase intentions. Ajzen (1991) proposed this theory and successfully applied it in the field of marketing. He regarded consumers' purchase intention as a planned behavior, which can predict the consumers' real purchase behavior.

The second is the research on the relationship between perceived value and purchase research. Dodds (1991) mentioned in the study that customers ultimately have purchasing behavior because customers feel that the perceived profit from purchasing the product is higher than the perceived loss, that is, the greater the perceived value of the customer, the easier it is to generate purchasing behavior. Wu Liangjin and Mi Zhongchun (2005) studied the relationship between customers' perceived value and purchase willingness when buying jewelry products. In the research, they pointed out that before buying behaviors, customers would weigh their perceived gains and seen sacrifice. The perceived value of customers will directly affect the generation of consumers' willingness to buy.

The third is to purchase research based on consumer attitudes. Consumer attitude reflects the emotional reaction of consumers towards corporate marketing behavior from a psychological perspective. Soyoung K (2001) and Sondergaard (2005) point

out that consumer attitudes will directly affect consumers' willingness to buy. If consumers' awareness of a product is positive, then the possibility of generating a desire to purchase the product is very high. Otherwise, it is less likely. Kim & Littrell (1999) verified in their research that tourists' attitudes towards tourist destination cultures are positively affecting their willingness to purchase local souvenirs.

### **2.2.3 Factors affecting consumer purchase**

Consumer purchasing behavior is a relatively complicated activity. The generation of this activity is affected by the interaction between internal and external factors. Therefore, the response is dynamic, diverse, impulsive, and transactional. But in a strict sense, consumer purchasing behavior is not a single link, and it consists of a series of links. The development of the economy and the intensified market competition have led to more and more consumer groups and more significant differences. Enterprises want their marketing hotspots and marketing values to be accepted by increasingly sophisticated consumers and achieve their marketing goals. It is necessary to comprehensively and deeply understand and grasp the characteristics and rules of the target consumer group's purchasing behavior, which has far-reaching impact and significance on the development of the enterprise.

In terms of consumer purchasing behavior models, there are three well-known traditional psychology models represented by Marshall, economic models, and social psychology models. Later, after studying these models, scholars came up with different purchasing behavior models based on various assumptions. The more representative is the Howard-Sheth model, the Nicosia model, and the theory of rational behavior. These scholars' models provide theoretical frameworks for later understanding of the decision-making process and consumer purchasing behavior.

The conceptual model of "stimulus-response," proposed by scholar Howard in 1963 and revised in collaboration with Xie Si in 1969, focuses on explaining whether consumers will repeatedly purchase the same brand or even the same product. This model describes consumer purchasing behavior through four significant factors: stimulus or input factors, external factors, internal factors, and response or output

factors. Its model is shown below:

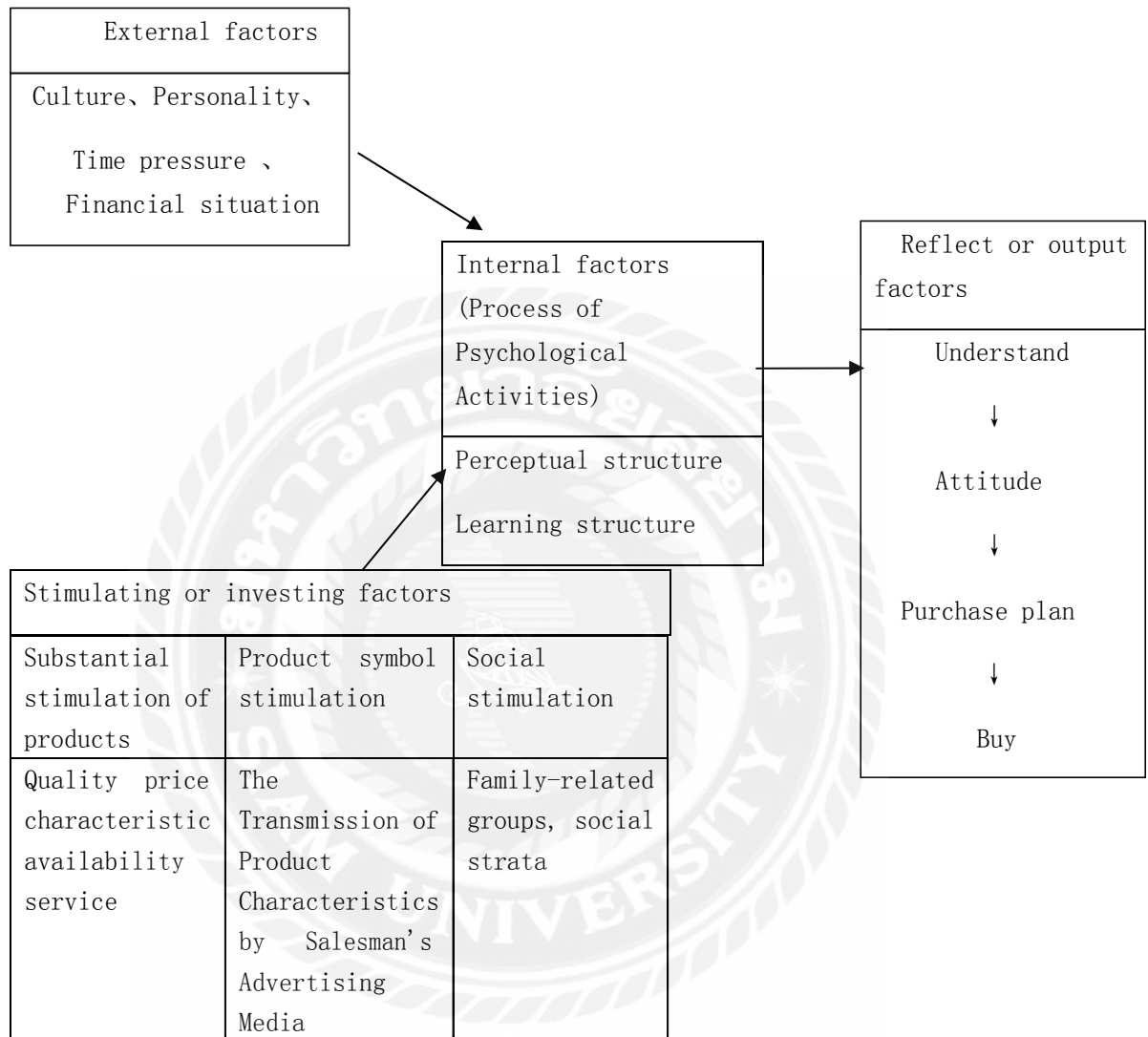


Figure 2.4 Howard-Sheth model

Nicosia proposed the Nicosia model in 1966. In this model, the consumer buying line is mainly composed of four parts: one is the Consumer's attitude to the product, the other is the collection of information, and the evaluation of the plan and the third is the implementation. Purchase behavior, the fourth is information feedback. The model is as follows:

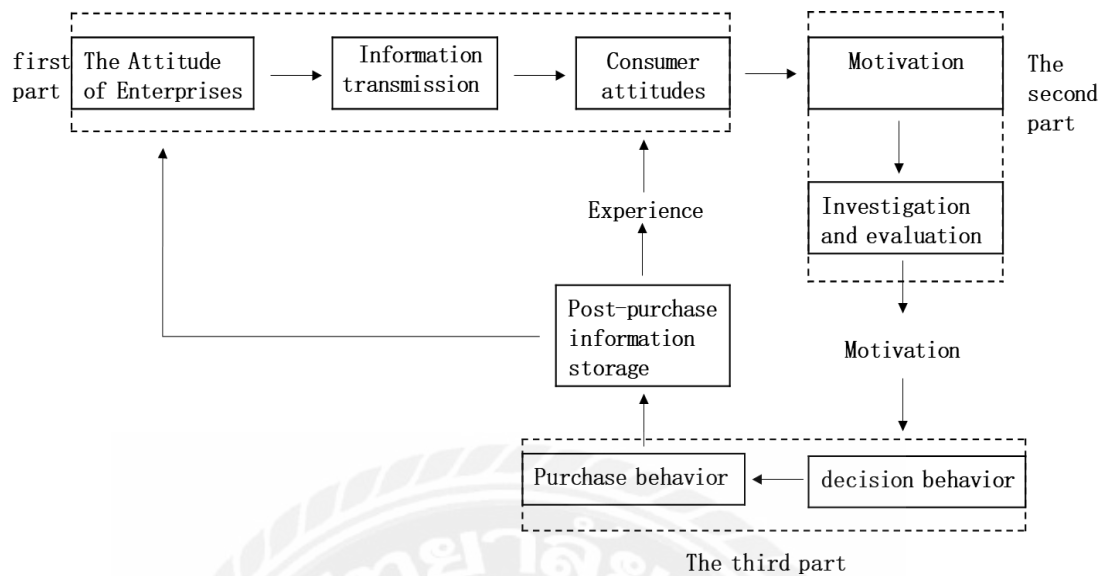


Figure 2.5 Nicosia model

After analyzing Howard-Sheth's consumer buying behavior quantitative model, we found that it proposed four significant factors for describing consumer buying behavior: stimulus, external factors, internal factors, and responses. To summarize from the perspective of the Consumer, it can be measured by the value of the Consumer, including the Consumer's attitude to the product mentioned in the Nicosia model, and the collection and evaluation of product information. Emotion, implementation of purchasing behavior, and feedback also represent consumers' perceived trust and perceived practicality.

There are many factors influencing consumer purchases. According to different dimensions, the conclusions are quite different. J. Bryce and others believe that consumers' characteristics, context characteristics, and product characteristics collectively affect the consumer purchase decision process.

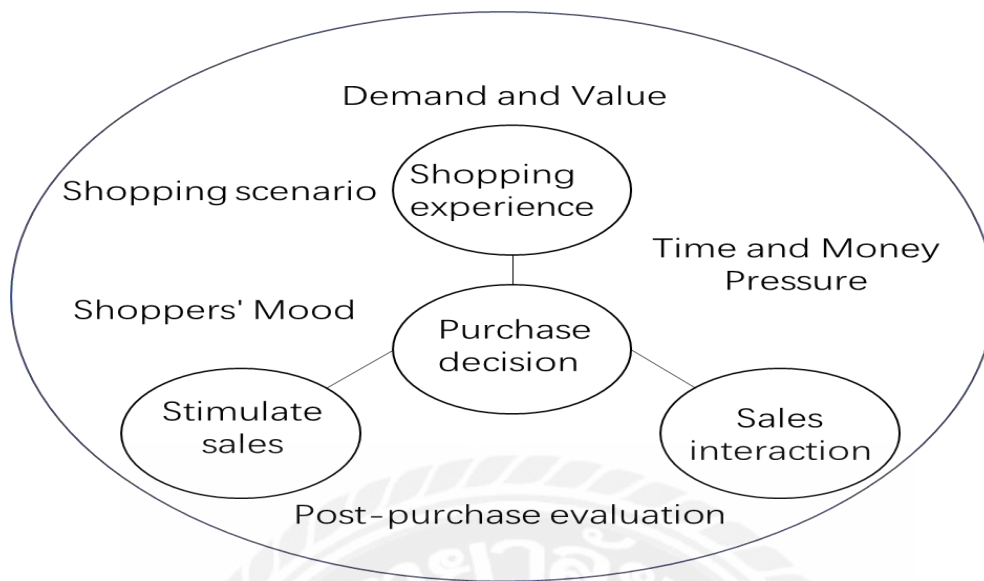


Figure2.6 Factors affecting consumer purchases

Among the above factors, money or time is one of the most limited resources for consumers. It is an economic variable and a resource that must be allocated in many behaviors. Therefore, time and money pressure are the most critical factors. Also, emotions can be defined as "a strong emotion that is relatively difficult to control and affects behavior." Consumers' emotions have a significant impact on purchasing decisions. A positive or negative emotional state can cause consumers to have different tendencies to judge products and services.

## 2.3 Review of related theories

### 2.3.1 Consumption Decision Theory

Marketing and consumer psychology attempt to describe consumer behavior from two perspectives. One is to describe consumers as rational, more planned decision-makers; the other is to describe consumers as a current understanding of marketing content. , Especially their social and cultural background, will affect their response to marketing and marketing strategies. This is the underlying trend of the development of contemporary consumer decision theory. A complete process of consumer psychology and behavior includes a method of transition from psychology to practice from arousing consumer demand and consumption motivation to the

formation and change of consumer attitudes until the purchase behavior. From the perspective of consumer psychology, it is the process of consumer purchase decisions. Therefore, an effective marketing plan must be based on the understanding and analysis of the psychological process of consumer purchase decision-making. Otherwise, it is challenging to promote consumer behavior. According to the description of consumer behavior, in real society, a person or Consumer may have both psychological, social, cultural, and economic factors. For example, psychologists and sociologists see a person buying a car. There will be significant differences in understanding. Psychologists may explain this behavior in terms of attitudes, decision criteria, and so on; sociologists may understand this behavior in terms of the social environment, social status, and social class. These two understandings may have their reasons, but neither can be comprehensive. It can be seen that understanding consumer decision-making behavior is very complicated.

Consumer decision-making was first developed by professors Engel, Kollat, and Blackwell of the State University of Ohio. Consumer purchase decision refers to the process by which consumers carefully evaluate the attributes of a product, brand, or service, and select and purchase products that meet a specific need.

In a broad sense, consumer purchase decision means that to meet a specific demand, under the control of a particular purchase motivation, among two or more alternative purchase options, consumers can analyze, evaluate, select and implement the most The best purchase plan, and the process of post-purchase evaluation activities. It is a systematic decision-making process, including the determination of needs, the formation of purchase motivation, the selection and implementation of purchase plans, and post-purchase evaluation.

Consumers go through seven main stages when making decisions: including 1. demand confirmation, 2. information retrieval, 3. pre-purchase evaluation, 4. purchase, 5. consumption, 6. post-consumption evaluation, and 7. discard seven steps.

In consumer psychology, consumer decision-making refers to the psychological process of consumers from thinking of making purchase decisions. The

decision-making process mainly includes: the consumer decision-making process is not always a simple linear process, and not all consumption decisions are highly involved processes. Therefore, in marketing and marketing planning, we must analyze the factors that influence consumer decision-making and plan accordingly. There are four hypotheses in consumer decision theory about consumer behavior understanding. They are 1. Economic perspective; 2. Passive aspect; 3. Cognitive perspective; 4. Emotional perspective; Consumer decision theory mainly has the following categories :

John b. Watson (early 20th century)

S-R model: The purchase behavior of a person is a responsive model, that is, a response caused by a stimulus;

Tolman (early 20th century)

S-O-R model: Consumers' purchasing behavior depends on both stimulus variables and intermediary variables, which are determined by the stimulus factors and the physiological and psychological conditions of consumers;

B.F. Skinner (early 20th century)

R-S model: Consumers' purchase behavior is also spontaneous, that is, purchase behavior that occurs without a specific specific stimulus.

### **2.3.2 Motivation Behavior Theory**

#### **(1) Motivation**

The motivation was first introduced to psychology in 1918 by R. Woodworth. He sees motivation as the intrinsic motivation that determines behavior. Motivation is generally considered to be "the internal effect that causes individual activity, maintains the activity that has been caused, and promotes the activity toward a certain goal," that is, the psychological motivation that causes and maintains individual behavior and leads to a specific goal. Motivation has an initiating effect and drives people a particular action is generated, and the motivation has a directional force, so that the behavior has a specific direction, maintaining the response to a particular goal, and finally, the strengthening effect of the motivation can maintain and consolidate the practice.

## (2) Consumer purchase motivation

The so-called purchase motivation refers to the desire or idea that causes people to buy to meet specific needs. It is the motivation to guide consumers to buy a particular product and choose a specific brand. It is a psychological stage of consumers' tendency to respond. Solve "why to buy this product," "what brand of goods to buy," and decide the purchase behavior.

## (3) Consumer specific purchase motivation

Consumer specific purchase motivation can be divided into the following eight categories:

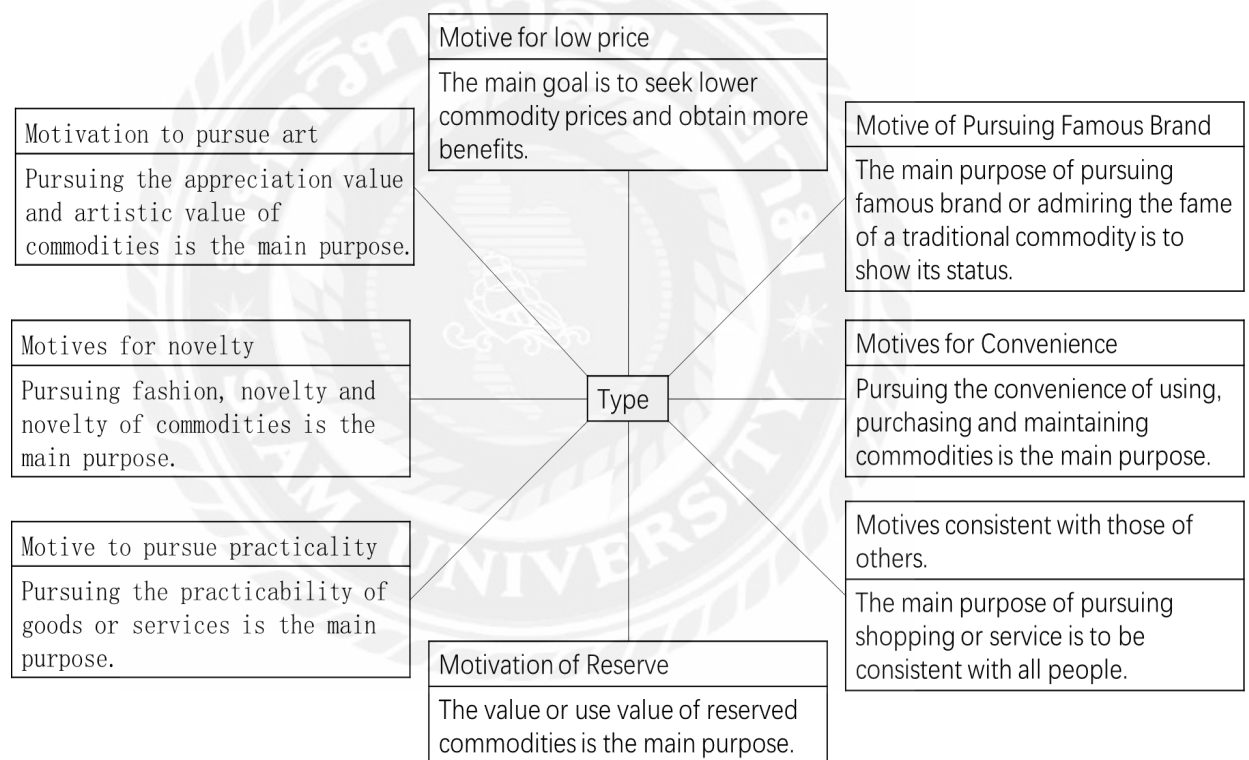


Figure 2.7 Consumer specific purchase motivation

Motivation refers to the thoughts, desires, ideas, etc. that cause and maintain individual activities and direct the operations to a particular goal to meet the individual's specific needs. It is an internal stimulus and a direct cause of personal behavior. For example, when people are hungry, they will find ways to find food; when people need accommodation when they go out, they will find a hotel. To meet his various needs, people generate subjective desires, form motivations, and



eventually turn into actions under certain conditions.

(1) Multi-source. There are many reasons for the motivation, but the motives to induce the same behavior of different people are different. Different consumers will choose different mobile phone brands, some value the phone's style, some value the phone's quality, and some value the phone. (2) Implicit. Motivation is the intrinsic motivation of human behavior, and usually cannot be directly observed. It can only be seen and inferred through external human behavior. (3) Asymmetry. There is no one-to-one correspondence between motivation and behavior. Motives may be determined by multiple reasons and have different behavioral expressions.

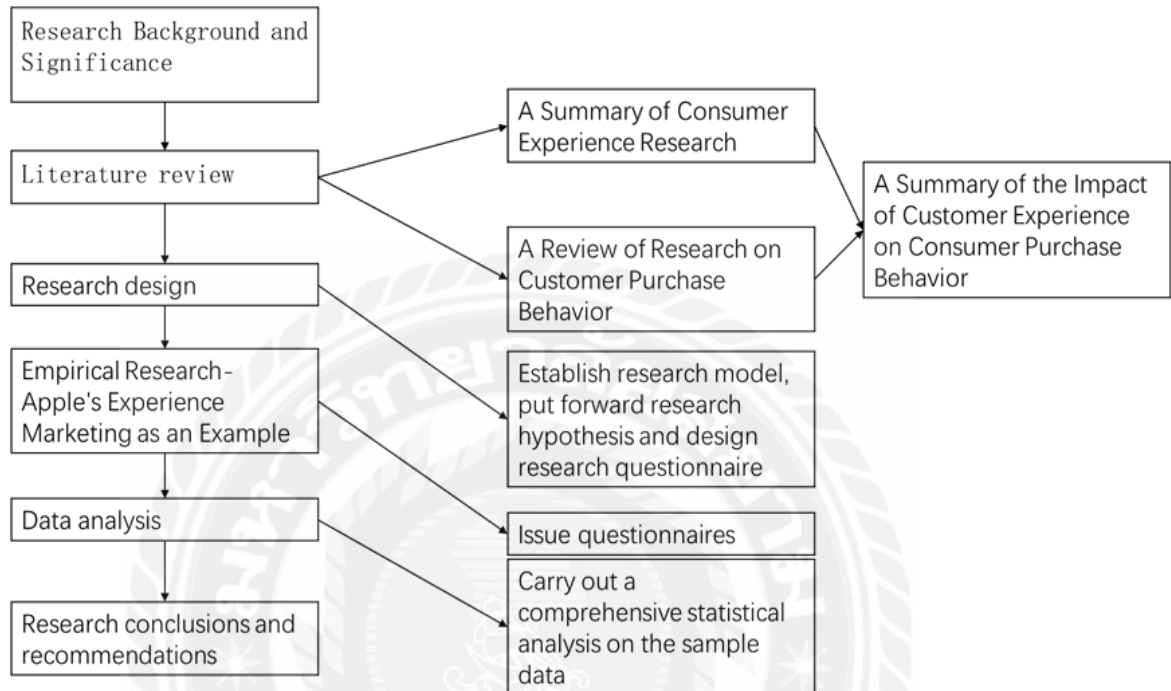
Consumption motivation is to satisfy specific needs, arouse people's desires and ideas for purchasing and consumption behaviors, and is an internal motivation that directly drives people to purchase and consume. Customers' consumption motivation is complex. If any industry wants to attract customers, it must provide products and services that can meet the needs of customers and arouse customer interest and promote their consumption behavior. Consumption motivation characteristics:

(1) Urgency. This urgency is caused by the needs of customers; (2) variability. In consumer demand, there is often only one type of consumption motivation that predominates, while also having other auxiliary consumption motivations. When external conditions change or new stimuli appear in the consumption process, the original auxiliary consumption motivation may turn to the dominant consumption motivation; (3) Contradiction. Customers have more than two types of consumer needs, but different consumption needs conflict with each other. If they cannot have both, customers will have ambivalence; (4) Vagueness. This is manifested in the Consumer's lack of knowing what products and services need to be purchased. For example, consumers see the types of styles they want and don't know how to choose.

## 2.4 Literature Review Conclusion

### 2.4.1 Theoretical Framework of the Paper

Table 2.8 Theoretical framework



### 2.4.2 Thesis core concepts

#### (1) Experience consumption

Experience Consumption, also known as "Experience Consumption," refers to the perception of an object and the emotions produced by the senses or the mind. Consumption experience relates to the feelings and cognitions that a person experiences when using products or enjoying services, including the effects of product use, performance consumption, and emotions, and opinions on the overall consumption experience.

Earlier, the term "experience" touched the field of economics research thanks to the analysis of American scholar Tofier (1970). Since then, it has also been connected with experience and marketing and many subsequent studies. Pine and Gilmore (1999) believe that experience is a new way of output. This output is intended to guide consumers to contract products or services through enterprises or operators and promote contact with consumers. Produce an unforgettable feeling and memory in one

aspect of emotion, physical strength, intelligence, and even spirit. With the continuous deepening of research, Schmitt (1999) proposed that experience is different from person to person and defines knowledge as the Consumer's perception of the marketing methods of a company or an operator during the consumption process. Obtained during direct observation or participation. In the study of in-store shopping experience and customer loyalty by Terblanche and Boshof (2006), it was proposed that the in-store shopping experience is the sum of all customers' perceptions from entering the store to leaving the store. Zhu Shiping (2003) suggested that the customer experience is the purposeful contact between consumers and enterprises to meet personal needs and desires. Wang Tao and Cui Guohua (2003) considered that customer experience is the beautiful and profound feeling that consumers get when they spontaneously engage in situational activities in a particular situation provided by enterprises to consumers.

The experience economy mainly refers to creating living situations, innovating experience effects from the senses, and receiving consumer recognition from the mind, attracting consumers' attention, changing consumer behavior, and seeking higher survival value for goods or services from new aspects. And the promotion space. The main content of the experience economy is to improve consumer satisfaction by improving the quality of goods and services and let consumers participate in the continuous evolution of the experience economy. The world economy has evolved from the era of the product economy to the age of commodity economy and then to the period of the service economy. At present, the service economy is continuously showing the characteristics of commercialization. Many companies adhere to the principle of putting interests first but ignore the Consumer's Satisfaction of individual needs. Therefore, consumers gradually shift their eyes and consumption behaviors to new ways and new forms, hoping that the latest economic sort can provide them with more economic value and meet their individual needs and self-experience. This commercial form is the experience economy that is separated from the service economy.

#### (1) Purchase behavior

Consumer buying behavior is also called consumer behavior. It is all

consumer-related personal behaviors that occur around the purchase of consumer materials. Including the psychological activities, physical activities and other substantive activities shown in the purchase or consumption process from the formation of demand motivation to the occurrence of purchase behavior to the post-purchase feeling summary. Consumer decision models can be divided into five-stage models and seven-stage models

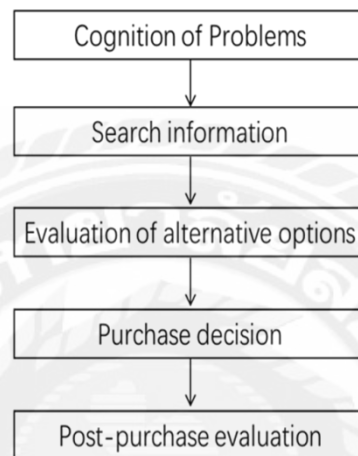


Figure2.9 Five-stage model for consumer choice



Figure 2.10 Seven-stage model in consumer decision-making

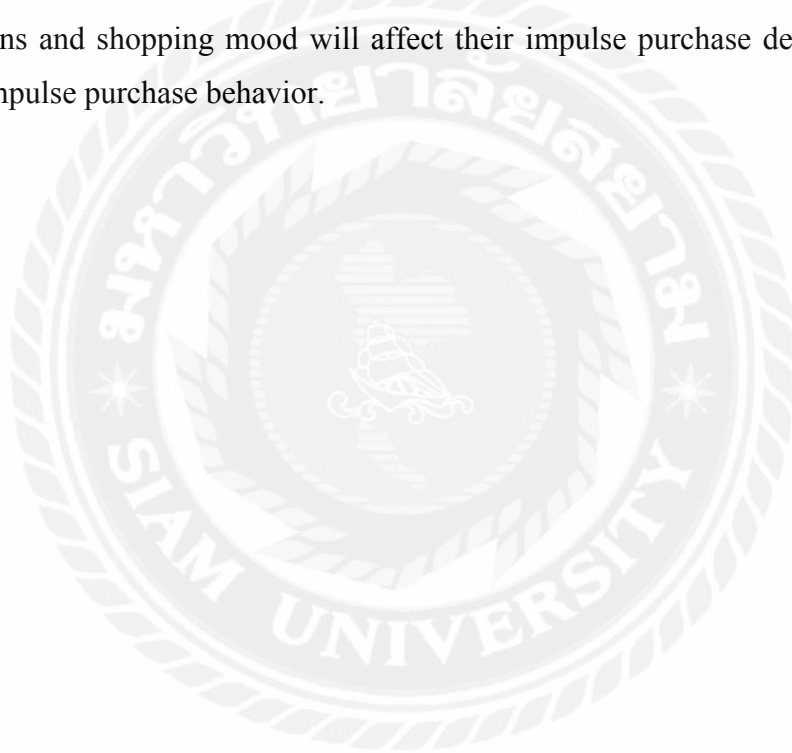
Consumer purchasing behavior refers to the process activities involved in finding, selecting, purchasing, using, evaluating, and disposing of products and services to meet needs and desires, including consumers' subjective psychological activities and physical material activities. Its nature is human behavior action on purchase. This article mainly studies the influence of in-store experience on consumer purchasing

behavior. Many factors affect this, but only one point is mentioned here. Goods to be purchased within the consumer plan and expressions of consumers not purchasing products within the program, goods not included in the project are impulse consumption.

Many factors are affecting impulsive buying behaviors, including many aspects, such as time, place, consumer income status, personal characteristics, and so on. Beatty (Ferrell) (1998), when studying the influencing factors of impulse buying, pointed out that the influencing factors of impulse buying can be generally divided into exogenous variables and endogenous variables. Exogenous variables include situational factors and personal differences. Endogenous variables include in-store browsing, shopping sentiment, and so on. Domestic scholar Chen Minghui (2002) proposed that the influential factors of impulse purchases can be divided into product characteristics, consumer characteristics, and situational factors. Based on the opinions of scholars at home and abroad, the influencing factors of impulsive buying behavior are divided into two aspects: personal consumer characteristics and situational factors.

Consumer personal traits mainly refer to the individual factors of consumers, such as consumer personality, hobbies, etc., which may affect consumers' shopping decisions. Beatty & Ferrell (1998) showed in the study that because of the differences between consumers, the same context has different impulse purchases for different consumers. It concluded that consumers like shopping degrees and impulse purchase tendencies. The degree of personal difference has an essential impact on impulse purchases. Dholakia (2000) studies impulse buying behaviors from the perspective of consumer values. He proposed that consumer hedonism can affect their impulse buying behaviors and that the impact is positive. With the deepening of the research on personal consumer characteristics, scholars are gradually improving and enriching the direction and content of their consumer characteristics. Chen Minghui (2002) and Zhang Yunlai (2009) successfully proposed impulsive traits, consumer values, degree of loitering, self-control ability, demographic variables, etc. in the research all personal traits of consumers. The research direction of context factors is relatively broad and open, which has been a research focus of scholars. Different from the individual characteristics of consumers, this factor focuses more on the situation that

consumers face, mainly including external stimuli and limiting factors. External stimuli mainly include in-store environmental atmosphere, promotion, advertising, product display, etc. For example, Park, Kim, Funches, etc. (2011), when researching consumers' impulse purchase of clothing online, found that the website's diverse attributes and right products The senses will drive consumers' impulse purchases. The restrictive factors mainly refer to the restrictive conditions of consumers when they are inclined to purchase, such as difficulty paying for consumers' financial ability, time pressure, shopping mood, and so on. Beatty (Ferrell) (1998) and Dholakia (2000) have proved in research that contextual factors such as consumers' economic conditions and shopping mood will affect their impulse purchase decisions, and then affect impulse purchase behavior.



## **3 RESEARCH METHODS**

### **3.1 Variable selection and research hypothesis**

#### **3.1.1 Variable selection**

With the development of marketing theory and technology, consumer experience can be divided into two dimensions: online and offline experience, such as VR technology, online promotion, etc. This article mainly studies the size of the offline physical store experience. Boshoff (2006) did a series of research on the in-store shopping experience. They define the in-store consumer experience as the sum of all perceptions a customer has from entering the store to leaving the store. Terblanche and Boshoff surveyed 11,000 customers from 31 stores in five different retail industries, and built and presented an In-store Shopping Experience (ISE) model based on the survey results. The ISE model believes that the in-store shopping experience is affected by five factors, including personnel contact, product value, in-store environment, product mix, and handling of customer complaints. Through interviews with surrounding consumers and discussions on shopping websites, Weibo, and Zhihu, combined with the experience of Apple Experience Store after the purchase behavior, this article eliminates the dimension of handling customer complaints. This article believes that Apple's expertise marketing The impact of consumer experience on consumer purchasing behavior is mainly considered in four sizes: personnel contact, product value, in-store environment, and product combination.

Scholar Mehrabian&Russell(1974) proposed the S-O-R (stimulus-body-response) model when explaining the impact of the environment on human behavior. In this model, Stimulus is used as an antecedent variable, which refers to external environmental factors that will affect consumers' emotions or cognition, such as the way products are displayed in the store, the atmosphere in the store, promotional activities, advertising, etc .; Organism It is an intermediate variable, which refers to a series of changes within the body (psychological or emotional) of the consumer after external stimuli. In short, it is the individual's emotional and cognitive changes;

Response is the result variable, which refers to the consumer's response or behavior shown by external stimuli, changes in mood and cognition, including both consumer psychological and behavioral interventions. The core idea of the S-O-R model is that external stimuli affect the individual's cognition or emotion, and then cause the individual to have a psychological or behavioral response. The specific mechanism is shown in the figure.



Figure3.1 S-O-R model

The AIDA model was proposed by the international sales expert Heinz.M.Goldann and is an essential formula in Western sales science. Today, it has been widely used by the marketing community and has developed into a well-known marketing model. The AIDA model pays more attention to people's psychological and internal reactions and implements sales step by step according to people's psychological phenomena. Generally, it includes four parts: Attention, Interest, Desire, and Action. As shown in the figure, the four elements in the model are gradually progressive, and one is indispensable.



Figure3.2 AIDA model

Yang Wenjing (2006) proposed a model of the consumer's impulse purchase process in the study. The model believes that information such as store promotions, time-limited purchases, limited purchases, discounts and price reductions, and store stimulus will stimulate consumers' buying emotions and promote their purchase behavior. Also, after the purchase, consumers will generate two post-purchase psychological changes based on their actual situation. These mental changes will continue to affect consumers' repurchase. The specific process is shown in the figure.



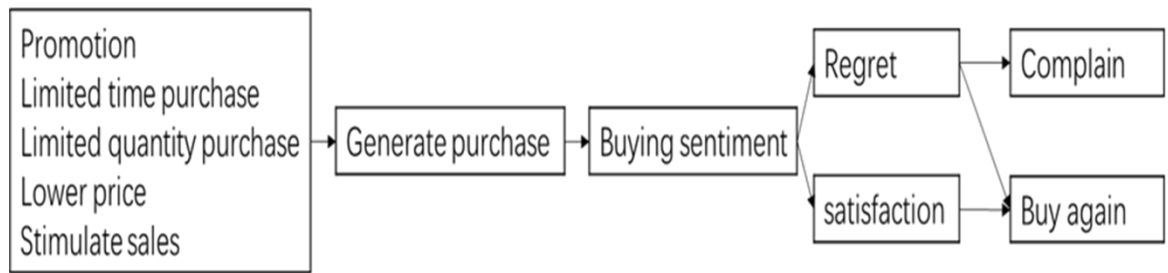


Figure 3.3 Yang Wenjing's impulse purchase model

By observing the S-O-R model and the AIDI model, this article finds that consumers are generally stimulated by bad external situations, and a series of changes in personal mood will occur. These changes will be implemented into actual actions. Yang Wenjing cited purchasing emotion variables in his impulse buying model, and further combined psychology to study consumer buying behavior, which this article needs to learn from. This article will explore the impact of in-store experience on consumer impulse purchase behavior. In-store experience as external factors, including product value, in-store environment, and product combination, will stimulate consumers' impulse purchasing, and then introduce positive. The sentiment is used as an intermediary variable to examine the relationship between in-store experience and impulse purchase in more depth. Based on this, this article summarizes the research model.

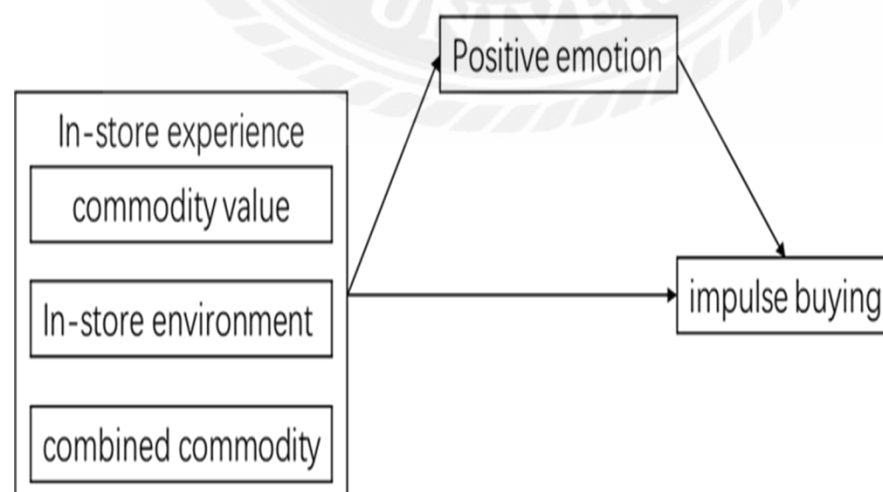


Table 3.4 Research model of the impact of in-store experience on impulsive buying behavior

### 3.1.2 Research hypotheses

Mano et al. (1993) believe that the customer's post-purchase experience is the main prerequisite for customer satisfaction. Winsted (1997) points out that customer service quality experience is positively related to contact satisfaction. Hong-Youl Ha et al. (2005) research in the context of e-commerce and Kuang-mon Ashley Tuan (2006) has reached similar conclusions in the medical industry. Based on this, we propose the first research hypothesis of this article:

H1: Consumption experience is an essential factor affecting purchase intention.

Holbrook and Hirschman (1982) argue that consumer experience includes three dimensions: fantasy, feeling, and entertainment. Schmitt proposed that consumer experience includes sensory knowledge, emotional maturity, thinking experience, mobile experience, and related experience, all confirming that consumer experience is a multi-dimensional concept. Based on this, we propose the second hypothesis of this article:

H2: The consumer experience is multi-dimensional, and different consumer experiences have varying degrees of influence on purchase intention.

Contextual factors are an essential aspect of influencing consumers' impulse buying behavior, including external stimuli and restrictive factors when consumers buy. In-store consumer experience, as an external stimulus, will also affect consumer purchases. Abratt (1990) proposed that vendor marketing stimulates impulse purchases by consumers. Sherman & Smith (1997) proved through empirical research that the store's overall design, the environment inside the store, the atmosphere of the store, etc., will have a direct impact on the purchase behavior of customers. James (1999) found in the research on the customer shopping experience that improving customer shopping experience can promote consumers' repurchase behavior. Dholakia (2000) constructed a model of impulse purchase behavior and believed that marketing stimulus factors such as product display would significantly affect consumers' impulse purchase behavior. Mattila & Wirtz (2001) argued that the smell of stores and

background concerts change consumers' impulse purchases. When the types and styles of smell and background music match, consumers are more likely to have impulse purchases. Huo Junjie (2008) constructed a model of the relationship between environmental Stimulus and avoidance behavior and pointed out that the atmosphere of the purchasing environment will affect the emotional state of consumers, and then market consumer awareness and action. Based on this, this article proposes Hypothesis 3:

H3: Inside the Apple Experience Store, in-store experience factors have a significant impact on consumers' impulse purchase behavior. The in-store experience is mainly divided into the sensory experience and emotional experience, and emotional experience involves personnel communication.

Rook & Gardner (1993) divided emotions into high arousal emotions and low arousal emotions. High arousal emotions are more able to mobilize the energy in the human body and help to promote consumers to implement impulse purchase behavior. Beatty & Ferrell (1998) proposed in the impulse purchase model that consumers will tend to contact those stimuli that can generate positive emotions during the experience or browsing in the store, which will cause consumers to appear positive emotions such as pleasure and arousal. James (Research by 1999) shows that the higher the happy mood consumers get when they shop in-store, the higher their willingness to buy. Fan Xiucheng and Zhang Yunlai (2006) proposed a model of emotion and impulse purchase behavior. They combined the emotional mood before the purchase, and the feelings stimulated during the purchase. They empirically proposed that positive emotions can stimulate consumers' impulse purchase intention, verified that the positive pre-purchase attitude can stimulate the consumer purchase process. Posi (2016), in a comparative study of impulse purchases in the apparel industry in China and South Korea, proposed that positive emotions can stimulate consumers' impulse purchase intentions. Based on this, this article introduces positive emotions as mediating variables to study better the mechanism between in-store experience and impulse buying behavior. Based on this, this article proposes hypothesis four:

H4: In the Apple Experience Store, positive emotions have a positive mediation

effect between in-store experience and impulse purchase.

### **3.2 Research Scale**

A scale is a measurement tool that attempts to determine the subjective and sometimes abstract concept of a quantitative measurement procedure. Different characteristics can be used to assign numbers to the characteristic variables of things. Therefore, measurement scales of different measurement levels have been formed. Also called a measurement scale.

The variables designed in this article include independent variables and dependent variables. Among them, the independent variable is consumer experience. The median variable is a measure of positive emotions. The dependent variable is a consumer's purchasing behavior (mainly studying the measurement of impulsive purchasing behavior). The variables covered in this article include four aspects: people communication, in-store experience, positive emotions, and impulse purchases. Since the questionnaire method is used to collect the receipts, the measurement of each variable depends on the scale in the questionnaire. Therefore, based on the mature level developed by relevant scholars, this article combines the characteristics of the Apple Experience Store to modify and organize the appropriate scales. Finally, it summarizes the cost text questionnaire to measure each variable and obtain valid data.

#### **3.2.1 Independent variable**

Terblanche and Boshoff (2006) showed in the ISE model that the in-store shopping experience should be based on the five aspects of product value, in-store environment, product mix, personnel contact, and customer complaint handling. Based on interviews with users of Apple products, this article considers the dimension of customer complaint handling by examining the characteristics of the consumer's impulse characteristics after the purchase. It is believed that customer complaints handling the impulse purchase of the Apple Experience Store are relatively small. The degree of influence is short, so this article only takes four of these dimensions

(commodity value, human interaction, in-store environment, and product combination) for research. In terms of measuring the in-store experience, this article uses a five-level scale developed by Terblanche and Boshoff (2006) and updated by Han Lijun (2009). For details of the range, see Table 3.5.

Table 3.5 Scale

Variable	Scale	Literature source
The Value of Commodities	The quality of Apple's laboratory products meets expectations.	Terblanche&Boshoff ( 2006 ) 、 Han Lijun ( 2009 )
	There is a discount for shopping in the physical examination shop.	
	Shopping in Apple's physical store is worth more than it is worth.	
	The physical examination store bought genuine products.	
In-store environment	I like the facade decoration of the Apple Laboratory.	
	I am attracted by the interior design of the Apple Laboratory.	
	The environment of the apple laboratory is very clean.	
	The publicity video and advertisement of the physical examination store are impressive.	
	The merchandise and promotional activities displayed in the laboratory are very attractive.	
	I am attracted by the products sold by Apple's physical examination store and the promotion and display of the products.	
Combination of commodities	In Apple's physical examination store, there are a wide range of products.	
	The shopping area in the physical examination shop is obvious, so you can find out which area you want to know at a glance.	
	The new products on display in the laboratory are conspicuous.	
	Apple's physical examination store offers a variety of products.	
Exchange of	The shopping guide in the physical examination shop is	

personnel	neat and friendly.	
	The in-store shopping guide knows about the products and preferential activities.	
	The service personnel in the physical examination store have higher professional quality and can solve product problems in time.	
	The purchasing guide in the physical examination shop has strong communication and sales ability.	

### 3.2.2 Intermediary variables: measurement of positive emotions

Consumer sentiment in this article mainly examines consumers' positive shopping sentiment. In the literature review and collation process, this article found that the scale developed by Donovan and Rossiter (1982) is more suitable for the study of this article. Therefore, based on the mature size, this article makes corresponding adjustments based on the actual research objects. The Ketter five-level scale was used to measure and finally formed its positive emotion scale. The specific content is shown in the table.

Table 3.6 Measurement of positive emotions

Variable	degree	Literature source
Positive emotion	I feel very comfortable in the Apple Experience Store	Donovan & Rossiter (1982)
	I feel very satisfied in the Apple Experience Store	
	I feel very excited at the Apple Experience Store	
	I feel very excited in the Apple Experience Store	

### 3.2.3 dependent variable

Impulsive purchase behavior refers to the sudden and robust purchase desire and impulse for a particular product under the stimulation of the external environment, and the purchase behavior is generated. This part of the questionnaire is based on the combination of Apple Experience Store marketing strategy and Madhavaram & Laverie (2004). Based on the developed maturity scale, the measurement items for purchasing behavior are summarized. A five-point Likert range is used. For specific

details, see Table 3.7. Experience Purchase Tendency Scale Standard Edition:

Table 3.7 Measurement of impulsive buying behavior

Variable	degree	Literature source
impulse buying	I have a strong desire to buy in the Apple Laboratory	Madhavaram&Laverie (2004)
	In the Apple store, I have a strong impulse to buy certain products	
	I have a strong desire to buy certain products in Apple's physical examination store	
	In Apple's physical examination store, I bought goods that were not included in the plan	

### 3.3 Analysis method

#### 3.3.1 Number of samples

The formal questionnaire survey for this study began on October 01, 2019, and ended on December 27, 2019. The questionnaires for this survey were all distributed on the questionnaire star (online questionnaire platform) and were actively forwarded by students, relatives, and friends. After two months, a total of 279 questionnaires were collected. Since they are online platforms, the Number of issued and recovered is equal. Therefore, the questionnaire recovery rate is 100%. After careful screening and elimination, 268 valid questionnaires were obtained, and the effective rate was 96%.

#### 3.3.2 Reliability and validity test

Reliability is Reliability. Cronbach's reliability coefficient is currently the most commonly used. This indicator is used in the reliability analysis of this article. This article uses SPSS22.0 software to conduct a reliability analysis of the overall questionnaire and then separately Reliability analysis of the in-store experience (commodity value, in-store environment, product combination), personnel communication, and impulse purchase behavior. The reliability test results of the pre-survey questionnaire are shown in Table 3-8.

Table 3.8 Reliability analysis results of the scale

Variable name	Number of items	Cronbach's a
commodity value	5	0.914
In-store environment	6	0.976
combined commodity	4	0.941
Exchange of personnel	6	0.905
impulse buying	4	0.962

From the reliability analysis results, the Cronbach's a coefficient of the scale is 0.959, and the subscale coefficients of the product value, in-store environment, product combination, personnel communication, and impulse purchase behavior all exceed the minimum standard of 0.7, indicating that the survey questionnaire has a perfect internal consistency.

### 3.3.3 Quantitative Analysis Method

#### (1) Factor analysis

With excellent Reliability of the scale, this article continues to test the validity of the range. Validity analysis includes exploratory factor analysis and confirmatory factor analysis. In the pre-investigation, this article only needs to conduct exploratory factor analysis on a small sample to determine the quality of the item. Before exploratory factor analysis, KMO sample measurements and Bartlett's spherical tests were performed on the pre-investigation data. The test values are shown in Table 3-9:

Table3.9 KMO and Bartlett spherical test results

KMO Sample measure		.779
Bartlett Spherical inspection	Approx. Chi-square	1129.839
	Variance df	300
	Probability of significance Sig.	.000



As can be seen from Table 3.9,  $KMO = 0.779 > 0.7$ ,  $p = 0.000 < 0.05$ , which indicates that the data collected in this survey is suitable for factor analysis. Below, this article continues to use the maximum variance method for factor analysis. After orthogonal rotation, a total of 5 factors with eigenvalues exceeding one are extracted, and the cumulative interpretation ratio is 84.345%. For details, see the attached table.

Table 3.10 Factor analysis variance explanation table (pre-investigation)

Factor	Initial eigenvalue			Extract sum of squares to load			Cyclic sum of squares loading		
	Total	Variant %	Accumulation%	Total	Variant %	Accumulation%	Total	Variant %	Accumulation%
1	12.916	51.665	51.665	12.916	51.665	51.665	5.859	23.434	23.434
2	3.606	14.424	66.089	3.606	14.424	66.089	4.269	17.076	40.510
3	1.931	7.724	73.812	1.931	7.724	73.812	4.090	16.358	56.869
4	1.562	6.249	80.062	1.562	6.249	80.062	3.968	15.871	72.740
5	1.071	4.284	84.345	1.071	4.284	84.345	2.901	11.606	84.345
6	.975	3.902	88.247						
7	.557	2.227	90.475						
8	.397	1.590	92.064						
9	.295	1.180	93.244						
10	.273	1.090	94.334						
11	.225	.901	95.235						
12	.201	.805	96.041						
13	.193	.774	96.814						
14	.155	.620	97.435						
15	.134	.538	97.972						
16	.108	.432	98.404						
17	.103	.413	98.818						
18	.077	.310	99.127						
19	.062	.250	99.377						
20	.047	.189	99.566						
21	.043	.172	99.738						

22	.031	.124	99.862						
23	.013	.054	99.916						
24	.012	.048	99.964						
25	.009	.036	100.00						

At the same time, the SPSS 22.0 software also outputs the results of the factor load matrix after rotation as shown in Table 3.11.

Table 3.11 Factor load matrix after rotation (pre-investigation)

Topic	Component				
	1	2	3	4	5
B3	.928	.135	.118	.089	.163
B1	.927	.168	.064	.235	.095
B5	.918	.089	.144	.052	.121
B6	.908	.105	.098	.207	.106
B2	.904	.182	.204	.035	.081
B4	.853	.168	.246	.016	.186
F3	.236	.874	.175	.187	.220
F1	.067	.866	.239	.289	-.053
F2	.282	.853	.121	.214	.204
F4	.333	.834	.200	.171	.181
D6	-.013	.349	.168	.200	.295
A4	.106	.114	.813	.261	.291
A5	.191	.160	.781	.050	.424
A1	.180	.167	.762	.381	-.118
A2	.194	.341	.742	.121	.248
A3	.398	.294	.668	.152	.225
D5	.126	.183	.025	.857	.213
D4	.183	.270	.390	.774	.166
D1	.158	.195	.135	.744	.405
D2	.159	.266	.366	.734	.233

D3	.013	.540	.302	.685	.083
C1	.374	.126	.192	.293	.763
C4	.237	.218	.311	.321	.758
C2	.298	.184	.458	.382	.641
C3	.107	.459	.426	.375	.575

First of all, in Table 3.11, A1-A5 represents the five items of the product value part of the questionnaire. B1-B6 describes the six elements of the environment part of the store, and C1-C4 represents the four items of the product combination part. C1-D6 represents the six items in the personnel communication part of the questionnaire, and F1-F4 describes the four elements in the impulse purchase behavior part. Secondly, according to Table 3.11, the common factor 1 is expressed by B1-B6, that is, the in-store environment; the common element two is represented by F1-F4, that is, impulse buying behavior; the common factor 3 is represented by A1-A5 The common factor 4 is represented by D5, D4, D1, and D2, that is, people communication; the common element five is represented by C1-C4, that is, the product combination. This shows that after the exploratory factor analysis, five common factors can be obtained by factor analysis of the data, which are the five variables involved in the hypothesis in this article. Among them, product value, in-store environment, and product combination belong to the in-store experience. At the same time, it can be seen from Table 3-11 that the analysis results of items D3 and D6 are not ideal, and the validity is not up to standard. Therefore, this article removes the items D3 and D6 and forms the formal questionnaire of this article. Please refer to the appendix for the structured questionnaire.

## (2) Correlation analysis

Correlation analysis is a statistical analysis method that studies the correlation between two or more random variables in the same position. For example, the relationship between a person's height and weight; the correlation between the relative humidity in the air and rainfall is a matter of correlation analysis.

Table3.12 Correlation analysis

Correlation analysis		
		purchase behaviour
Consumer experience	Pearson Correlation	.288*
	Saliency (bilateral)	.017
	N	268
Positive emotion	Pearson Correlation	.351**
	Saliency (bilateral)	.003
	N	268
*. Significant correlation at the 0.05 level (both sides).		
**. Significant correlation at the .01 level (both sides).		

### (3) Regression analysis

Regression analysis refers to the use of data statistics principles to mathematically process a large number of statistical data, determine the correlation between the dependent variable and some independent variables, establish a regression equation (function expression) with a good relationship, and add extrapolation. An analytical method for predicting future changes in the dependent variable. As can be seen from the table below, there is no negative error variation in the in-store experience factor CFA model. The normalization coefficients of each path are less than 1. There is no excessive standard error, which indicates that the essential fitness of the model meets the standard.

Table 3.13 CFA model regression analysis of in-store experience factors

Path	Estimate	S.E.	C.R.	p
Product value-in-store experience	0.640			
In-store environment-in-store experience	0.811	0.430	4.746	0.010**
People	0.537	0.203	5.051	0.010**

communication-in-store experience				
A4-Commodity value	0.840	0.148	11.074	0.010**
A2-Commodity value	0.585	0.144	8.323	0.010**
A1-Commodity value	0.648			
B4-In-store environment	0.753	0.079	12.420	0.010**
B3-In-store environment	0.775	0.087	12.824	0.010**
B2-In-store environment	0.808	0.084	13.422	0.010**
C3-Personnel communication	0.747	0.095	11.270	0.010**
C2-Personnel communication	0.896	0.108	13.029	0.010**
C1-Personnel communication	0.703			
B5-In-store environment	0.766	0.080	12.651	0.010**
B1-In-store environment	0.760			
A3-Commodity value	0.832	0.153	10.986	0.010**

Note: "\*\*\*\*", "\*\*\*", and "\*\*" indicate significant levels at 1%, 5%, and 10%, respectively.

### 3.3.4 Case Analysis Method

The Case Analysis Method, also known as the Case Study Method, was developed by Harvard University in 1880. It was later used by the Harvard Business School to train senior managers and management elites. It has gradually developed today's "case analysis method." This article combines literature with an analysis of Apple Inc., a well-known technology company, to study the phenomenal marketing events of Apple Inc., and summarizes the success of Apple Experience Marketing from the perspective of the consumer experience.

In the field of mobile terminals, experience marketing has been mentioned more and more frequently. Among them, terminal companies, mainly based on Apple Inc., have turned their attention to the emerging marketing method of experiential marketing and try to change traditional customers. Buying patterns and spending habits. In the "Shandong Textile Economy" issue of 2015, Liu Lu took Apple as an example of marketing, analyzed Apple's marketing strategy through the five dimensions of experiential marketing, analyzed mobile terminal experiential marketing, and proposed marketing strategies and Suggest. The article states that "in the era of the experience economy, consumers no longer regard the price and quality of products as the primary condition for measuring the good or bad of a product, but instead use the experience of emotional satisfaction during the purchase process as the basis for making purchase decisions Important basis. The marketing activities of the enterprise enable consumers to participate in it, using services as a platform and products as the basis, so that they can obtain a pleasant shopping experience while purchasing products and services, thereby having a more profound impact on the brand. Impressions lay a solid foundation for further marketing activities of the company in the future. "Apple's experience marketing has long been embedded in the core of the company's business philosophy and is the first marketing method considered. The first step of experiential marketing is to analyze and divide different consumer psychology from the perspective of customers. Then market positioning for varying levels of target markets, formulate different customer experience themes, and then experience around various topics. Marketing.

## 4 RESEARCH ANALYSIS

### 4.1 Quantitative research

#### 4.1.1 Descriptive statistical analysis

This paper has carried out descriptive statistics on the sample and explained the basic situation of the example to show the characteristics of the surveyed objects better. The indicators of the descriptive statistics are selected according to the necessary information items in the second part of the questionnaire, which are gender, age, education level, specialty, monthly income, and whether or not a friend is accompanied. For details, see Table 4.1.

Table 4.1 Consumer Descriptive Statistical Analysis

Statistical variable	Category	Frequency	Percentage
Gender	male	121	45.1
	female	147	54.9
Age	Under 18	32	44.4
	18to 22 years old	119	26.5
	22 to 28 years	71	11.6
	28 to 35 years	31	5.7
	35to 45 years old	10	1.9
	45 and above	4	0.4
Degree of education	High school and below	39	14.5
	Specialist	76	28.4
	Undergraduate course	96	35.8
	Master or above	69	26.8
professional	Liberal arts	107	39.9
	Science	41	15.3

	Engineering	95	35.4
	Other	25	9.3
Average monthly income	Under 1500 yuan	22	8.2
	1500-3000 yuan	69	25.7
	3000-5000 yuan	71	26.5
	5000-10000 yuan	75	19.5
	10000-20000yuan	35	13.1
	20000 yuan and above	16	6.0
Are you accompanied by friends	Yes	160	59.7
	No	108	40.3

As can be seen from Table4.1, the sample structure of this article is reasonable. From the perspective of gender, women accounted for 54.9% of the total sample, and men accounted for 45.1%. Women accounted for a slightly higher proportion than men. This distribution is relatively even, and it meets the female consumer group in Apple products as the leading consumer. Features. In terms of age, although there is a sample distribution for each age group, it is mainly between 18 and 35 years old, accounting for 88.2% of the total sample. It belongs to the structure of young and middle-aged people. Bellenger , Danny & Robertson (1978) pointed out that young and middle-aged people. It belongs to the group prone to impulse purchase, so this article's age structure is consistent with common sense.

In terms of educational level, consumers with a bachelor's degree or above account for a large proportion, accounting for 62.6% of the total number of people. This group of people is high-quality talents in society. They may need to use Apple products for learning and office, and they are more likely to spend at the Apple Experience Store. From a professional point of view, the proportion of liberal arts is mostly 39.9%, which may be related to the need to check the information of the liberal arts. Still, the percentage of engineering is only slightly lower than the liberal arts, reaching 35.4%. This phenomenon is not surprising because Engineering students may



need drawing and other professional software. In terms of average monthly income, it is more than 1500-5000 yuan. Considering that there may be most students under the age of 30 or young people who are just entering the workplace, single young women use Apple products more to watch movies and dramas, so This income situation is also reasonable. Nearly 60% of consumers are accompanied by friends when they make impulse purchases, which shows that whether they are accompanied by friends will also affect impulse purchases to a certain extent. In general, the statistical results of such samples are reasonable and convenient for the study in this paper.

#### 4.1.2 Factor Analysis

In the pre-survey, this article has explained that the Reliability of the scale is measured using Cmbach's reliability coefficient, which is exact informal surveys. This article uses SPSS 22.0 software to perform reliability analysis on the overall questionnaire total table, and then to perform reliability analysis on the in-store experience (commodity value, in-store environment, product combination), personnel communication, and impulse purchase behavior. The analysis results are shown in Table 4.2.

Table 4.2 Reliability analysis results of the scale

Variable name	Number of projects	Cronbach's a
commodity value	5	0.842
In-store environment	6	0.893
combined commodity	4	0.870
Positive emotion	4	0.871
impulse buying	4	0.871

Cronbach's coefficient of the total scale is 0.922, which indicates that the questionnaire in this study has the right internal consistency. The subscale coefficients of product value, in-store environment, product mix, positive emotions, and impulse buying behavior all exceeded the minimum standard of 0.7, which indicates that the Reliability of the questionnaire in this study is excellent.

Validity is correctness or Reliability; in other words, the closeness of the detection result to the target result, including content validity, standard validity, and structural validity. The content validity test mainly focuses on whether the items in the questionnaire can reflect well and express the research theme. The measurement questionnaires used in this article are from a scale with high reliability and validity. Based on this, they have been repeatedly considered and revised concerning multiple opinions. Therefore, the measurement questionnaire in this study has high content validity and standard validity.

Therefore, this article only needs to test the structural validity of each scale in the questionnaire. Factor analysis is a statistical method for testing structural validity. It includes exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). For the sample, further confirmatory factor analysis is needed to test the aggregation validity and discriminant validity of the scale. This article will gradually carry out an exploratory factor analysis and confirmatory factor analysis based on this in the formal study of the data analysis.

In this paper, exploratory factor analysis is performed on the questionnaire. To determine whether the sample is suitable for factor analysis, the data needs to be measured by the KMO sample and Bartlett sphericity test. The test is completed by SPSS22.0. The test values are shown in Table 4.3.

Table 4.3 KMO and Bartlett sphericity test results

KMO sample measure		.902
Bartlett's Sphere Test	Approx.Chi-square	3542.039
	Variance df	253
	Probability of significance Sig.	.000

It can be seen from Table 4.3 that  $KMO = 0.902 > 0.7$ , and  $p = 0.00 < 0.05$ , which indicates that the data collected in this survey is suitable for factor analysis. Below, this article continues to use the maximum variance method for factor analysis. After orthogonal rotation, a total of 5 factors with eigenvalues exceeding one are extracted, and the cumulative interpretation ratio is 69.300%. See Table 4.4 for details.

Table 4.4 Explanation of variance of factor analysis

Factor	Initial eigenvalue			Extract sum of squares to load			Cyclic sum of squares loading		
	Total	Variant %	Accumulation%	Total	Variant %	Accumulation%	Total	Variant %	Accumulation%
1	8.520	37.043	37.043	8.520	37.043	37.043	3.994	17.365	17.365
2	2.464	10.711	47.754	2.464	10.711	47.754	3.190	13.871	31.236
3	2.055	8.936	56.690	2.055	8.936	56.690	2.950	12.825	44.061
4	1.713	7.446	64.135	1.713	7.446	64.135	2.941	12.789	56.850
5	1.188	5.165	69.300	1.188	5.165	69.300	2.864	12.450	69.300
6	.677	2.942	72.242						
7	.625	2.719	74.961						
8	.580	2.520	77.481						
9	.566	2.462	79.943						
10	.506	2.198	82.141						
11	.448	1.948	84.089						
12	.419	1.824	85.913						
13	.400	1.740	87.653						
14	.385	1.673	89.326						
15	.371	1.615	90.941						
16	.363	1.580	92.521						
17	.321	1.396	93.917						
18	.301	1.309	95.227						
19	.259	1.126	96.353						
20	.252	1.097	97.450						
21	.218	.946	98.396						
22	.199	.865	99.260						
23	.170	.740	100.00						

At the same time, the SPSS 22.0 software also outputs the result of the factor

load matrix after rotation as shown in Table 4.5.

Table 4.5 Factor load matrix after rotation

Topic	Component				
	1	2	3	4	5
B2	.797	.175	.118	.099	.158
B5	.794	.189	.085	.081	.009
B1	.784	.065	.166	.129	.089
B3	.764	.179	.061	.217	.100
B6	.723	.130	.147	.059	.232
B4	.711	.222	.168	.204	.063
A4	.177	.809	.094	.133	.158
A3	.263	.779	.033	.232	.055
A1	.137	.728	.112	.030	.098
A2	.124	.702	.057	-.095	.144
A5	.146	.696	.145	.239	.118
C2	.199	.106	.849	.106	.171
C4	.130	.097	.822	.161	.167
C1	.225	.074	.764	.140	.008
C3	.057	.151	.758	.208	.230
D3	.178	.125	.151	.807	.281
D4	.089	.108	.131	.794	.225
D1	.254	.066	.234	.729	.191
D2	.206	.146	.173	.722	.242
F2	.216	.141	.147	.218	.798
F1	.167	.024	.245	.238	.769
F4	.097	.304	.044	.210	.759
F3	.087	.195	.196	.306	.744

In Table 4.5, A1-A5 represent the five items of the product value part of the questionnaire, B1-B6 represent the six items of the environmental section of the store,

C1-C4 represent the four items of the product combination part, and C1- D4 represents the six items in the personnel communication part of the questionnaire, and F1-F4 represent the four items in the impulse purchase behavior part. As can be seen from Table 2.5, the common factor 1 is expressed by B1-B6, which is the in-store environment; the common element two is represented by A1-A5, that is, the value of the product; the common factor 3 is represented by D1-D4, that is Positive sentiment; common element four is represented by C1-C4, which is the product combination; common factor 5 is represented by F1-F4, which is impulse buying behavior. This shows that after performing exploratory factor analysis on the data, factor analysis can be used to obtain five common factors, which are the five variables involved in the hypothesis in this article. Among them, product value, in-store environment, and product combination belong to the in-store experience.

#### **4.1.3 Regression analysis**

This research proposes in the previous research model and research hypothesis that when consumers experience browsing in the Apple store, the in-store experience factors such as store value, store environment (including personnel communication), and product combination that consumers experience will give consumption This brings some stimulus. If these experiences give consumers a good sense, they are more likely to implement purchasing behaviors, so a factor path model diagram shown in Table 3.5 is proposed.

In this model diagram, "commodity value," "in-store environment," and "commodity combination" are the first-order intrinsic latent variables of the in-store experience factors, which represent the three dimensions of the in-store experience selected in this article; " A1-A5 ", " B1-B6 " and " C1-C4 " are their external latent variables, which represent the survey results of the three dimensions of the questionnaire designed and used in this paper. At the same time, "F1-F4" are external latent variables of impulse purchase behavior. Also, the model assumes that these four first-order factors are all affected by a higher latent trait. It can also be said that a higher-order structure can explain all the first-order factors.

Table 4.6 SEM model of impulse purchase behavior

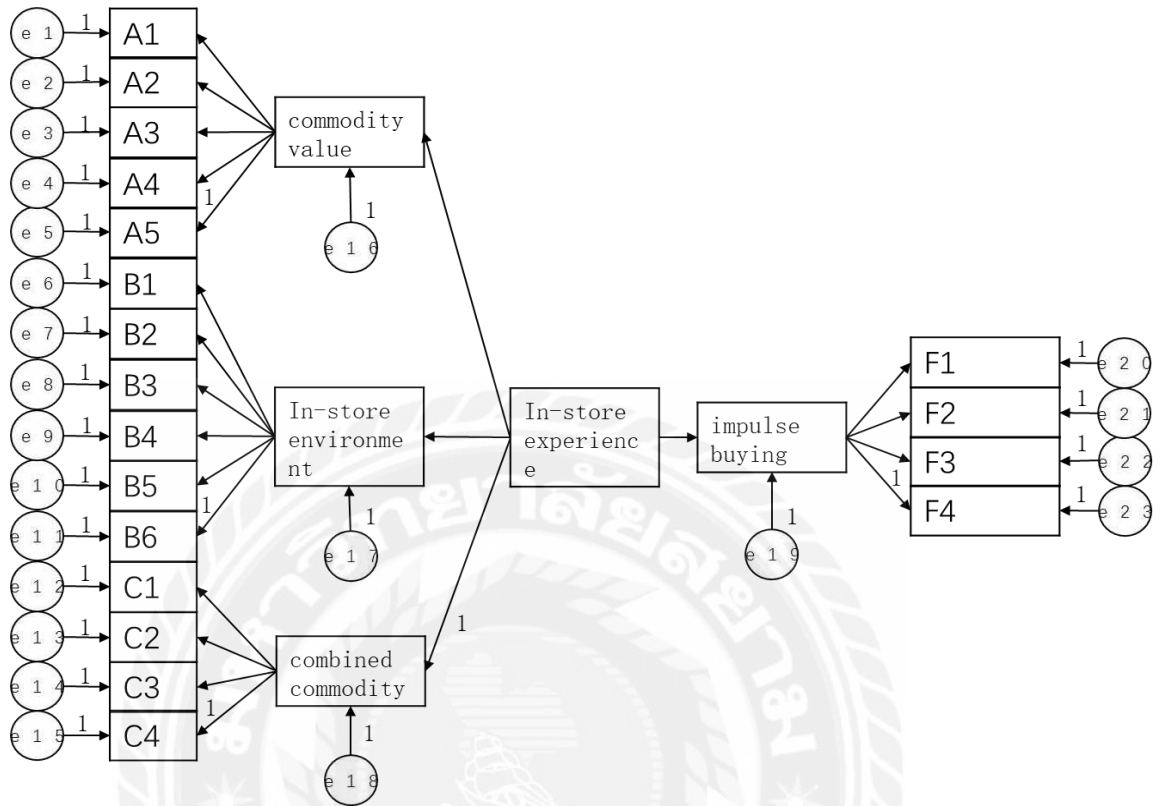


Table4.7 Standardized path coefficients output by the model

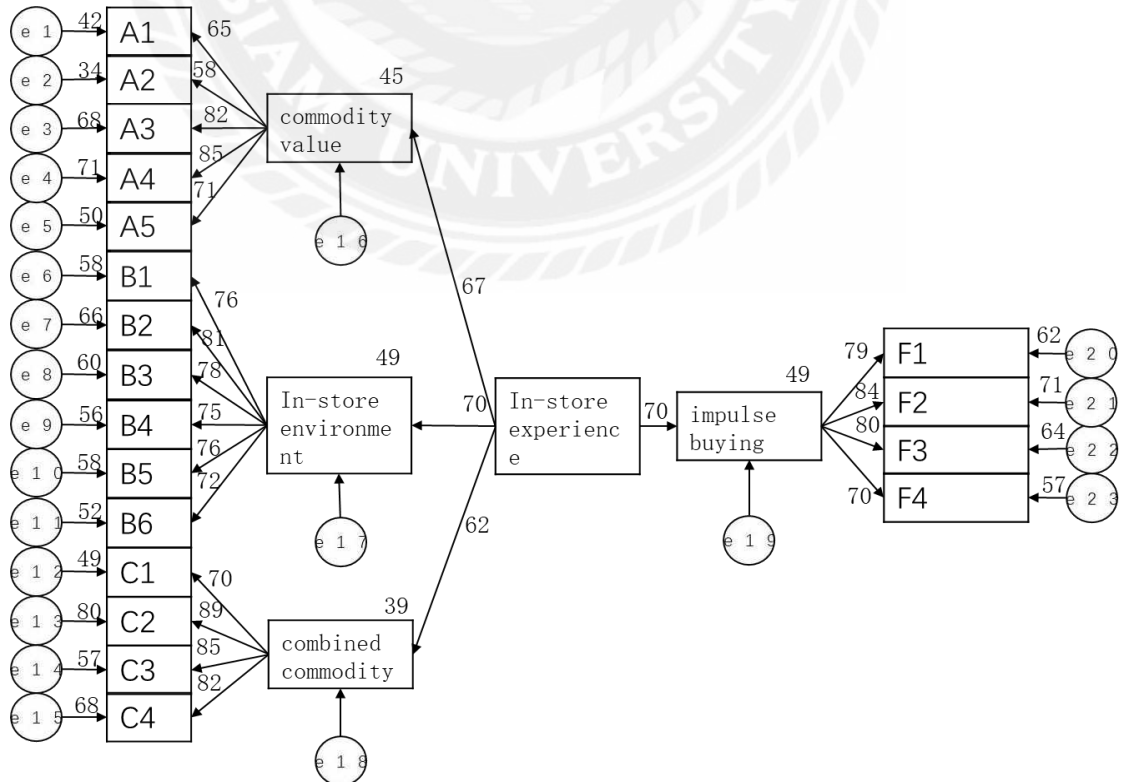


Table 4.7. The standardized path coefficient of the impulsive purchasing behavior SEM model. The regression estimation results of this model are shown in Table 4.6. In the previous article, the in-store experience factor CFA model test has been performed. The relevant estimation results are not listed in detail here; only the regression estimation results of impulse purchase factors are shown. From Table 4.6, we can see that the path of the model The relationship is significant at the 95% level, that is, the path relationship coefficients of this model all passed the significance test, however, whether the results are reliable and practical needs to be further tested for the fit of the sample data to the model.

The test of the fit of the model here is still by the Bogozzi above and Yi (1998) standards. It is also necessary to check the three indicators of essential fitness, overall model fitness, model, intrinsic structure fitness, And determine whether the sample data fits the model. As can be seen from Table 4.8, the primary fitness index of the model passed the test.

Table 4.8 Regression Estimation Results of impulse buying SEM Model

Path	Estimate	S.E.	C.R.	P
Impulse buying< In-store experience	0.701	0.203	6.322	0.010**
F2< impulse buying	0.843	0.071	13.580	0.010**
F3< impulse buying	0.797	0.073	12.863	0.010**
F4< impulse buying	0.755			
F1< impulse buying	0.789	0.079	12.728	0.010**

Note: " \* \* \* ", \* \* "and" \* "mean significant at 1%, 5% and 10% levels respectively.

This article continues to test the overall model fitness and the model's internal structural fitness. The inspection of these two indicators needs to refer to the model's external quality evaluation results in Table 4.8 and the internal quality evaluation results in Table 4.9.

Table 4.9 External quality evaluation results of the impulsive purchasing behavior SEM model

Fitting index	This model value	Judgment standard	Is it up to standard
Chi-square free ratio	1.659	Between 1 and 2	YES
GFI	0.917	>0.9	YES
NFI	0.914	>0.9	YES
CFI	0.964	>0.9	YES
RMSEA	0.050	<0.8	YES
SRMR	0.049	<0.8	YES
AGFI	0.893	>0.9	approach

According to Table 4.9, except for the AGH indicator, the other symbols have reached the standard. The AGH index is 0.893, which is slightly lower than 0.9, which is very close to the judgment standard. This slight difference is acceptable, so the model's external quality is well evaluated, and the overall model adaptability reaches the standard.

As for the internal structure adaptability, it mainly depends on the combination reliability and average variance extraction. Since the combination reliability and average variance extraction of the in-store experience have passed the test, only the intrinsic quality evaluation of impulsive buying behavior is tested. As can be seen from Table 4.10, the combined Reliability of impulse buying behavior is more significant than 0.6, and the average variance extraction amount is more significant than 0.5, which indicates that the model is of good internal quality and has passed the internal structural fitness test.



Table 4.10 Intrinsic quality evaluation results of the impulsive purchase behavior SEM model

Variable	Measurement index	Factor load	CR (Combination reliability)	AVE (Average variance extraction)
impulse buying	F1	0.789	0.892>0.6	0.675>0.5
	F2	0.843		
	F3	0.797		
	F4	0.855		

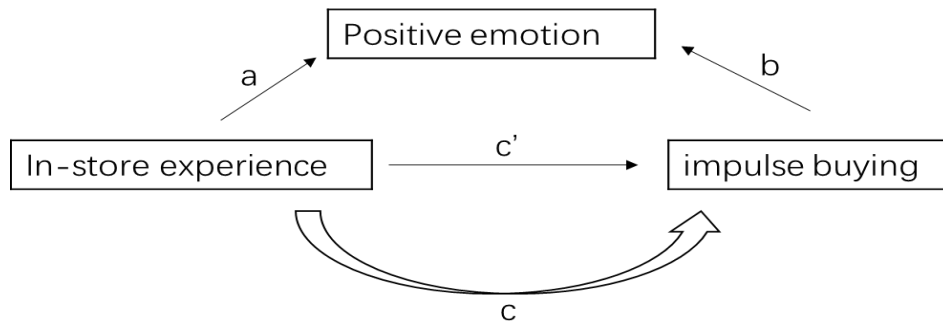
In summary, it shows that the model has a good fit and that its output is reliable and competent. From this, we can see that the in-store experience has a significant positive impact on consumers' impulse purchase behavior in conjunction with Table 4-10. Hypothesis 3 is verified.

#### 4.1.4 Hypothesis verification

The above analysis shows that the sample data fits well with the hypothetical model. This indicates that the path regression coefficient output by the model; that is, the data in the attached table is reliable and competent. The product value, in-store experience, and product combination all have significant effects on the in-store experience. Therefore, the in-store experience can be divided into product value and in-store environment Four dimensions of the product, personnel communication, and product combination, that is, the four aspects of product value, in-store environment, personnel communication, and product combination can thoroughly explain the in-store experience, thus proving hypothesis 1, 2, 3

Next, this article verifies the mediating effect of positive emotions. Table 4.11 shows the model of positive mediating effects.

Table 4.11 Positive Emotion Mediating Effect Model



In the model in Table 4.11,  $c$  represents the total effect of in-store experience on an impulse purchase, that is, the effect before positive emotions without intermediary variables. This has been verified in the previous article. Significant positive impact with a standardized path factor of 0.701. In the case that the total effect is notable, this paper can analyze the mediation effect. It represents the effect of in-store experience on positive emotions after adding mediation variables,  $b$  representing the effect of positive emotions on impulse purchases, and  $c'$  is the direct effect of in-store experience on impulse purchases. According to the previous article, we know that  $a = 0.707$ , and  $b = 0.368$ , both of which are significant at the level of 1%. The direct effect  $c'$  is 0.443, and it is significant at the level of 1%, so it can be concluded that there is indeed a mediating effect in this model. Observation shows that the influence coefficient of in-store experience on impulse purchase is reduced from 0.701 to 0.443 after adding the mediation variable, indicating that the direct effect is less than the total impact, which suggests that there is a partial mediation effect between positive emotions.

Also, in this article's literature review, it is found that scholars usually use the Baron & Keny's causal method, Sobel test, and Bootstrap method. To further verify the mediating effect of positive emotions, this article chooses to use the Bootstrap program in AMOS 21.0 software to test the mediating effect according to the research characteristics of this article. First, set the corresponding parameters on the Bootstrap page. The sample size is set to 2000, and the confidence interval is set to 95%. After running AMOS 21.0 software in this way, it will perform 2,000 random repeated sampling based on the original samples, and adapt these samples to the mediating effect model of positive emotions, and generate and save the estimated values of these

2000 mediating effects. Form an approximate sampling distribution, and output the coefficients of each path in the model, sort these effect values by a numerical value, and use the 2.5th and 97.5th percentiles to estimate the 95% intermediary Effect confidence interval. If the 95% confidence interval for the indirect effect coefficient does not include 0, it indicates that the mediation effect is significant.

Moreover, if the direct impact does not add 0 in the 95% confidence interval, it suggests a partial mediation. If it includes 0, it indicates that there is a complete mediation. Next, based on the Bootstrap analysis results in Table 4.12, this paper tests whether there is a mediating effect between positive emotions in the store experience and impulse purchasing behavior.

Table 4.12 Bootstrap analysis results of mediating effects of positive emotions

Effects	Estimate	Unstandardized Estimate	S.E.	Z	Bias-Corrected		Percentile	
					Lower Bounds	Upper Bounds	Lower Bounds	Upper Bounds
Total Effects	0.703	1.243	0.059	21.068	0.577	0.809	0.583	0.812
Indirect Effects	0.260	0.460	0.078	5.897	0.102	0.406	0.086	0.397
Direct Effects	0.443	0.783	6.418	6.418	0.225	0.699	0.231	0.704

According to Table 4.12, this article examines the total, indirect, and direct effect estimates. First, the total effect is 0.703, which is significant at the 1% level, indicating that there are indirect effects. It was found through observation that the bias-corrected Bootstrap confidence interval under the 95% confidence level was (0.102, 0.406), excluding 0, indicating a mediating effect. At the same time, under the 95% confidence level, the percentile Bootstrap confidence interval is (0.086, 0.397), which also does not include 0, which further illustrates the existence of a mediating effect. Finally, to test the direct impact, the Bootstrap confidence interval for the bias correction at a 95% confidence level is (0.225, 0.699), excluding 0, indicating a partial mediation effect. At the 95% confidence level, the percentile confidence interval does

not include 0, which is consistent with the proof of bias correction. This shows that positive emotions have a mediating role between in-store experience and impulse purchase behavior.

According to Table 4.12, this paper also finds that the standard error under the indirect effect point estimation is 0.078, and the value of Q is the ratio of the estimated value of the non-standardized point to the standard error, which is 5.987, which is higher than 1.96, indicating that there is a common effect. The standard error under the direct effect point estimate is 0.122, and the Q value is 6.418, which is higher than 1.96, indicating a partial mediation effect. Therefore, this paper also validates the partial mediating fact of positive emotions in the in-store experience and impulse purchase behavior by measuring the threshold.

Through the observation table, it can be further found that the indirect effect of in-store experience on impulsive buying behavior is 0.260, which is higher than 0, indicating that positive emotions have a positive intermediary impact between the two, which further verifies hypothesis 4.

## **4.2 Case study**

### **4.2.1 Company profile**

Apple Inc. was Steve Paul Jobs (1955-2011), Stephen Gary Wozniak, and Ron Wayne on April 1, 1976. Founded and named Apple Computer Inc. on January 9, 2007, and changed its name to Apple Inc., headquartered in Cupertino, California. The company is committed to developing, designing, and selling personal computers, computer software, consumer electronics, and online services, and is known for innovation in high-tech companies. The hardware products are mainly iPhone smartphones, iPad tablets, iPod media players and Mac computer series; consumer software includes iTunes multimedia browser, iOS, and OSX operating systems, Safari web browser, iLife, iWork creative and productivity suite; online services Including iCloud, App Store and iTunes Store.

On December 12, 1980, Apple Inc. publicly listed on the stock market. In 2012, it hit a record market value of US \$ 623.5 billion. In 2014, Apple surpassed Google to become the world's most valuable brand for the second consecutive year. As of June 2014, Apple has become the world's largest company by market value for three straight years and ranked No. 15 in the 2014 Fortune Global 500. Thanks to the strong performance of iPhone6 / 6Plus, Apple Inc. became the largest manufacturer of the Chinese smartphone market for the first time in the fourth quarter of 2014. For the first time, the Apple II also has a structure that outputs mono sound, becoming a masterpiece of personal computers. Apple has made remarkable achievements in hardware and software development. The successful use of its user-oriented marketing philosophy and consumer experience marketing strategy has made it occupy a place in the international market.

Apple is a high-tech computer in the technology industry. Apple Corporation has created many revolutionary products such as I Pod, i Phone, I Pad, and Apple Watch. It has also brought many applications and operating systems such as iOS. Apple Corporation has delivered innovative products to the world, bringing humanistic ideas Injected into the product makes the relationship between people and technology intimate, each product exceeds the value of the electronic product itself, but to leave a legacy.

#### 1.Environmental analysis

The five forces that determine the scale and degree of competition in the Apple industry collectively affect the attractiveness of the industry and the competitive strategic decisions of existing companies. The five strengths are the competitiveness of existing competitors in the industry, the ability of potential competitors to enter, the knowledge of substitutes, the bargaining power of suppliers, and the bargaining power of buyers. The ability for potential competitors to enter is weaker for Apple because Apple has built keen brand awareness around the world and has had a large number of loyal customers since 1976. Also, Samsung, Lenovo, HP, and other companies also occupy the remaining market share. These companies not only have a long history but also have a specific brand power for users. Therefore, potential competitors cannot challenge Apple in a short time. Competition from competitors is extremely fierce

Dell, Hewlett-Packard, and Lenovo challenge Apple's computer field. Xiaomi, Samsung, and Lenovo are competing with Apple in the field of mobile phones. Also, Android and Microsoft compete with iOS for the system market. Suppliers have weaker bargaining power. Apple's strict requirements for products have left little room for the choice of raw materials. For example, Apple must work with Qualcomm to reduce costs rather than developing wireless services. The competitiveness of alternatives is medium. Apple has a group of loyal customers due to quality and brand value. Still, Apple should not ignore competitors such as Xiaomi, which compete for low-income consumer markets with high-cost performance. The bargaining power from buyers is more reliable. Customers can choose similar products from similar electronic brands. Therefore, although Apple has a high market share, it still needs more innovation in these areas.

## 2. Marketing strategy

### (I) Experiential Marketing

As its name implies, experiential marketing refers to the way of reshaping marketing in terms of consumers' senses, emotions, thoughts, actions, and connections. Jobs not only paid attention to the current needs of customers but developed the potential needs of customers. With the development of the times, people are no longer satisfied with pure electronic products, and they hope to have unique human and cultural interactions. Apple surpassed most of the same period. Brand products. Do jobs always think about the user experience of the product? Every time Apple launches a new product recommendation meeting, it will choose a theater full of mystery to promote the product through the form of a curtain, arousing people's intense curiosity.

(1) Product experience of Apple mobile phones. The appearance of Apple mobile phones is different from other mobile phones. It has a lot of cumbersome buttons. Apple mobile phones have a simple and elegant appearance and a simple Home button. Designed to make it easy for everyone to use without having to read the manual. (2) The sense of experience in the Apple phone store. Unlike other mobile phone stores, the interior design of the Apple mobile phone store is elegant and straightforward, and only uses unique material flooring. Established an open new shopping environment,

which made consumers at that time feel refreshed, which caused the fashion trend at that time and stimulated consumer impulse. This was also the main reason other similar brands in the environment at the time were utterly wiped out, and Apple became a hot fashion indicator. (3) Thinking caused by Apple mobile phones. No brand in history has produced consumer, electronics, and even business thinking in many areas like Apple. Apple's resistance to the big brother in advertising in 1984, with the hammer smashing the big screen, also brought people to think, an electronic product will be an era of innovation and reform.

## (II) Hunger Marketing

The reason why Apple's products are so popular is not only because of the advantages of the products but also mainly due to the control of product strategies. By adjusting the relationship between supply and demand, they can change the sales price and obtain profits. No matter how enthusiastic consumers have been since listing, Apple has maintained limited sales, capitalizing on the pursuit of rare things. Apple products are no longer just an electronic product but a trend culture. Improper use of hungry marketing methods can cause serious consequences such as customer churn and brand harm. If used properly, it will increase the appeal of many brand images to the product. Apple's hungry marketing is reflected in delays in product launches and limited purchases of products. Every time before the press conference, the news of the new product is revealed, but the details of the product are strictly blocked, and the market has not been created before. The more unknown and mysterious things, the more people want to know the real situation. Apple has taken advantage of human nature to gain a first-mover advantage. As management guru, Drucker puts it, "The goal of marketing is to make sales superfluous." Apple successfully achieved this, and people didn't know anything about Apple until the press conference, which aroused the desire to buy Apple products. Apple's hungry marketing is not only that but also limited sales to consumers. The first supply was far less than consumer demand. Often, a long line was lined up in front of the mobile phone store the night before the press conference. The Apple mobile phone became a sign of fashion trends.

## (III) Word of mouth marketing

Word-of-mouth communication is the informal interpersonal communication of a

product, brand, organization, and service by a non-commercial sender and receiver with perceived information. Many research literature considers word-of-mouth communication as one of the essential strategies in the market. Apple Corps uses word of mouth to let more consumers understand and recognize the Apple brand. Psychologists believe that the influence of friends, consumer experience, mass media, and corporate marketing activities together constitute the four major factors that affect consumer attitudes. Factor. The key points of Apple's word-of-mouth marketing are as follows:

(1) Enhance product value. Several Apple products combine advantages not found in competing products. For example, for iPod, its large display screen is more friendly to consumers' eyes. Its turntable operation is different from ordinary buttons. What is more prominent is that iPod's music library integrates computer phones and iPods, creating a Pioneer of the music industry. (2) Shaping the brand image. A corporate brand image is the core competitiveness of an enterprise. Apple creates integrated products that enable people to associate electronic products with cultural associations, as much as any luxury brand. (3) Select the appropriate target group. Apple products are personalized products, facing young people and high-income consumers who are catching up with fresh new things.

#### (IV) Innovative marketing

Why did Apple achieve great success? Before Apple, all so-called star products were overshadowed. Apple's release of any new product can make Apple "fans" mad around the world, and the media is rushing to report widely. It can also affect the stock market and the industry. This is Apple's innovative marketing. In the era of the rise of personal computers, IBM and Microsoft sold computer hardware separately and made considerable profits in the beginning. At the same time, Jobs believes that products should have artistic design and easy-to-use operations and insist on integrating hardware software and services. However, Apple insisted on developing hardware and software alone, which caused a shortage of capital chain, which was surpassed by other companies such as Microsoft and Intel. In the mid-1980s, Apple was operating poorly due to closed operations, a severe deficit, and internal disputes pointed to Jobs, which forced him to leave Apple. After a lapse of 13 years, Jobs returned to Apple and drastically changed many project expenditures. Reshaping the brand image and



establishing i-series products made the company out of the financial crisis. What led Apple out of the financial crisis was the I Pod, launched in 2001. Steve Jobs's integration concept is vividly reflected on the I Pod. Numerous music players, video editing software, and other digital products had appeared because they were too complex to provide users with a good experience. Jobs uses computers as a digital hub, controlling both hardware and software, and implementing end-to-end integrated electronics. I Pod's success is i Tunes, which seamlessly connects I Pod and computer, providing users with a simple, secure, and legal way to download music. I Tunes' success lies in innovating the business model, making the electronics industry change from product-led logic to service-oriented logic and people-oriented product setup. Technology meets the needs and experiences of social construction, and Jobs injects the beauty of humanity into cold technology. Music companies have never thought of the way of selling singles, only providing monthly subscriptions, and Jobs allows users to conveniently and legally buy their favorite music online. Rather than a one-time transaction like electronic product sales hardware, it resonates with persistent customer interactions. For ten years since the I series, Apple has always implemented the concept of human science and technology to continuously design and develop many systems such as i Tunes, apple store, I Books, etc. This set of business models has created user value and enables this value to be produced repeatedly.

Apple's high-quality products and excellent brand awareness have attracted more and more potential customers and strengthened their loyalty. They have grasped the real consumer needs and pushed social marketing to the extreme. It is not only an electronics company, but also an outstanding marketing company, and Apple's marketing strategy is continuously changing and progressing with the times. A company needs to seize market share. The Android system's market share is increasing year by year, and there is a trend to exceed the Ios system. Among them, Xiaomi is gradually entering the low consumer market with a little price advantage, becoming China's largest Competitor, technology, and innovation are Apple's market advantages. Still, we cannot ignore the price of all products. On the one hand, high rates can bring more profits; on the one hand, Apple will lose the market of low-income consumers. Apple should introduce more innovation and great design to consumers and pay more attention to other emerging industries' growth.

#### 4.2.2 Hypothesis verification

First of all, this article obtained that in Apple's experience marketing, the in-store experience should be more inclined to the four aspects of the in-store environment, personnel communication, product mix, and product value, and this hypothesis has been verified in this article; second, in Apple In the experience store, the in-store experience has a significant positive impact on consumers' impulse buying behavior. The product value, in-store environment, personnel communication, and product combination dimensions included in the in-store experience will have a significant impact on consumers' impulse buying behavior. The positive effects of consumers are that the better the value of the experience store's products, the more comfortable the store's environment is, and the more diverse the product mix, the more they agree to trigger consumers' impulse purchasing behavior. Finally, in the Apple Experience Store, the positive mediating effect that positive emotions have between in-store experience and impulse purchase, and this intermediary effect is positive, that is, the stronger the positive emotion that the in-store experience brings to consumers, The more it can stimulate consumers' impulse buying behavior. To sum up, all four hypotheses proposed in this paper can pass the test and be valid.

After the above data analysis, this study has obtained some more useful conclusions. The detailed research results are shown in Table 4.13 below.

Table 4.13 Summary of Research Assumptions

Research hypothesis	Hypothetical content	Result
H1	Consumer experience is an important factor that affects purchasing intention.	The conclusion holds
H2	Consumer experience is multi-dimensional, and different consumer experiences have different degrees of influence on purchasing intention.	The conclusion holds
H3	In Apple's physical examination store, in-store experience factors have a significant positive impact on consumers' impulse buying	The conclusion holds
H4	In Apple's physical store, positive emotion has a positive mediating effect between in-store experience and impulsive purchase.	The conclusion holds

## 5 CONCLUSION

### 5.1 Research conclusions

With the gradual development of experiential marketing practice, the theory of experiential marketing is gradually developing. This article takes Apple Inc. as an example, focusing on the analysis of consumer purchase behavior in the four variables of experiential marketing: product value, personnel communication, in-store environment, and product combination. And collect consumer data through questionnaires, analyze each scale with SPSS22.0 data software, build a model of the impact of in-store experience on consumer purchases, and use empirical analysis of the data to support the four hypotheses proposed in this article finally:

(1) In the Apple Experience Store, consumer experience is an essential factor affecting purchase willingness; Apple's products have always been a benchmark for technology companies to compete in learning and imitating. Its quality control is strict, and consumers' purchase willingness is mainly affected by product quality. The impact of external services, good consumer experience will bring positive emotions to consumers.

(2) The consumer experience is multi-dimensional, and different consumer experiences have varying degrees of influence on purchase intention. Consumers' in-store experience is mainly reflected in four aspects: product value, in-store environment, personnel communication, and product combination. In the Apple Experience Store, products There are fewer types, there are fewer places for further improvement in product mix and product quality, and the in-store environment and personnel communication can significantly affect the consumer's consumption experience; the degree of influence of in-store environmental factors in consumer purchase behavior is gradually increasing, which maybe It's because our lifestyles are changing, influenced by communication platforms such as Douyin and Weibo. More and more people like selfies, online shops, etc., so impulsive buying behavior may be

accompanied by It takes place to enjoy Apple's right environment and excellent service.

(3) In the Apple Experience Store, the in-store experience factors have a significant positive impact on consumers' impulse purchase behavior. The in-store experience is an external stimulus factor for consumers' impulse purchase behavior and is an impulse purchase by consumers—external causes. When consumers learn about shopping at the Apple Experience Store, the various stimuli they experience in the store will significantly affect consumers' impulse purchase behavior. In interviews with surrounding consumers, this article also learned that in real life, the value of goods, the environment in the store, and the combination of products would cause consumers to impulse purchases to a certain extent. Of course, the degree of influence of these factors varies from person to person and changes with the guidance of social trends.

(4) In the Apple Experience Store, positive emotions have a positive mediating effect on the in-store experience and impulse purchase behavior. Positive emotions play a significant intermediary role between in-store experience and impulse purchase behavior. This intermediary role is decisive, meaning that consumers are stimulated by in-store experience factors such as product value, in-store environment, and product mix. Afterward, a series of emotional changes will occur. When these emotions become more positive, he may immediately purchase without thinking to satisfy his buying desire. The more robust this positive emotion is, the more the consumer will make impulse purchases—the higher the probability of the behavior.

## **5.2 Marketing recommendations**

### **1. Provide a good in-store experience**

Through this empirical study, it is found that consumers' good in-store experience can stimulate positive emotions such as pleasure and arousal, and then implement impulse purchases. Therefore, retail stores can mine marketing strategies from the

four dimensions of in-store experience studied in this article.

In this article, the most significant impact on consumer buying behavior is the in-store environment. This may be due to different social developments and social trends. As a result, the focus of people's consumption has also changed. Experience store offline shopping is mainly to obtain other additional experiences, etc. This reminds Apple marketers to create a pleasant consumer experience atmosphere through decoration, interior decoration, furnishings, fragrance, etc., and these must meet the store's Exported cultural ideas. Only in this way can consumers' desire to purchase be better stimulated, and ultimately purchase behaviors be implemented.

Personnel communication and exchange are also essential factors in Apple's experience marketing strategy. Personnel communication refers to the process of reaching a value exchange through the two-way exchange of information with customers in a brand's marketing mix. In the process, effective communication is a critical link that promotes consumer purchases. Therefore, Apple's marketing personnel should regularly organize corporate sales training to improve sales personnel's communication skills and improve consumer consumption experience.

## 2. Inducing consumer positive emotions

Experience is particularly important for service companies, and the Apple Experience Store, as a service place, should also focus on emotional marketing, not just to sell a particular product or service. Based on the previous research results, this article believes that the operators of Apple's experience, stores should first understand that consumer emotions play a vital role in the purchase process. Therefore, the Apple Experience Store should strive to induce consumers' positive feelings with reasonable means during the shopping process, such as providing a comfortable environment, high-quality services, and a variety of innovative product choices. Give consumers sudden, strong external stimuli to induce consumers to generate positive emotions.

Also, because emotions vary from person to person, the same thing feels different to different people, because some of the stimulus practices of the Apple Experience Store may be positive for some people, but not for others The opposite is exact, so

Apple Store Experience Store operators must consider various aspects comprehensively when inducing consumers' positive emotions, and face the public to choose the best solution. Therefore, how the Apple Experience Store stands out from many experience stores and how to bring more emotional states of joy and excitement to consumers is the focus of the Apple Experience Store operation.

### **5.3 Inadequate research and prospects**

1. The shortcomings of this article:

(1) Many factors influence consumer purchasing behavior, and consumer experience is only one of them. Therefore, the research on consumer purchasing behavior in this article is not comprehensive and needs to be further studied.

(2) The case study selected in this article is a representative, well-known, and widely welcomed Apple company in the industry. Its product quality is internationally recognized, and the generality of the conclusions of this study is lacking.

(3) The questionnaire survey method was used in the data collection in this article. The questionnaire was issued before an Apple Experience Store in the pre-survey. The formal questionnaire survey was conducted online, and the inquiry was not distributed in front of the Apple Experience Store. It is only through classmates, relatives, and friends to answer and forward, and then collect the sample data of the summary text, so the research conclusions based on these data may have specific limitations.

2. According to the research experience and shortcomings of this article, the following research prospects are proposed:

(1) Add more incentives for consumers to buy. This article only selects the consumer as a factor in the research. Future research can include more influential factors on consumer purchasing behavior and conduct more detailed and comprehensive research in this field.

(2) Comparative study of different types of technology product experience stores.

The research in this article is an offline Apple company experience store. Future research can compare the two dimensions of online and offline experience to explore more marketing laws for technology companies in the electronics industry.



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## **Appendix A Questionnaire Survey**

Research on the Impact of Consumer Experience on Consumers' Purchase Behavior

Questionnaire (take Apple as an example)

Dear Madam / Mr.:

Hello! I am a master's degree student at Siam University. At present, I am conducting a study on the impact of consumer experience on consumer purchasing behavior: taking Apple Inc. as an example. The following is a related questionnaire. Please answer the following questions based on your actual experience or thoughts.

This questionnaire is conducted anonymously and will not involve your personal information. Your answers will be kept strictly confidential. All information is for academic research only. Please rest assured. Your enthusiastic participation and careful answering will make an important contribution to this research. Thank you very much for your help!

Related explanation: This phenomenon often exists in daily life: we did not intend to buy a certain product, but were affected by certain factors in the store (such as discount promotions), which suddenly and strongly caused a certain product. Desire and impulse to purchase, and ultimately implemented the purchase behavior. This kind of buying behavior is called impulsive buying behavior.

If you have made such a purchase in the Apple Experience Store this or in recent years, please fill out the following questions based on your actual shopping experience. Thank you again for your cooperation and support.

Note: There are five options for each question in this questionnaire, from 1 to 5: "strongly disagree", "disagree", "not sure", "agree" and "strongly agree". For the options that meet your intentions, you can directly select the circle below the number

In-store experience questionnaire [matrix scale question] \*

Commodity value	1	2	3	4	5
Product quality meets expectations					
Discounts on shopping in experience stores					
Great value for money in in-store shopping					
Experience point shop purchases authentic					
<b>In-store environment</b>					
Experience store design style					
Neat shop environment					
Reasonable store merchandise display layout					
The promotional videos and ads of the experience store are impressive					
The merchandise and promotions on display in the experience store are attractive					
<b>Commodity combination</b>					
Complete variety of experience store products					
The shopping area in the experience store is obvious, and you can find the product you want to know in that area at a glance.					
Experience the prominent display of new products in the store					
<b>People exchange</b>					
Experience the neat and affable shopping guide in the store					
Experience store guides' understanding of products and promotions					
Experience the high professionalism of in-store service staff to solve product problems in a timely manner					

Survey Questionnaire of Consumer Behavior after Consumer Experience [Matrix Question] \*

Buy after experience	1	2	3	4	5
After the experience store experience, place an order immediately					
After the experience, there is a strong desire to buy					
After the experience, have a rational understanding of the					

product					
After the experience, you can still make rational decisions as needed					

### Basic Information

Your gender:	
<input type="radio"/> Female	<input type="radio"/> Male
Your age range:	
<input type="radio"/> Under 18 years <input type="radio"/> 22 to 28 years old <input type="radio"/> 35 to 45	<input type="radio"/> 18 to 22 years <input type="radio"/> 28 to 35 years old <input type="radio"/> 45 and above
Your education level:	
<input type="radio"/> High school and below <input type="radio"/> Undergraduate	<input type="radio"/> College and below <input type="radio"/> Master and above
Your profession:	
<input type="radio"/> Arts <input type="radio"/> Engineering	<input type="radio"/> Science <input type="radio"/> Other
Your average monthly income:	
<input type="radio"/> 1500 and below <input type="radio"/> 3000-5000 yuan <input type="radio"/> 10000-20000 yuan	<input type="radio"/> 1500-3000 yuan <input type="radio"/> 5000-10000 yuan <input type="radio"/> 20,000 yuan and above
Is shopping often accompanied by:	
<input type="radio"/> Yes	<input type="radio"/> No