



**THE INFLUENCE OF BRAND EXPERIENCE ON THE  
PURCHASE INTENTION OF NEW GENERATION  
CONSUMERS: A CASE STUDY OF CHANGQING  
UNIVERSITY TOWN**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
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This Independent Study Has Been Approved as a Partial Fulfillment of the  
Requirements for the Degree of Master of Business Administration

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### ABSTRACT

With the rapid development of the consumer market and the evolving expectations of new generation consumers, brand experience became a critical factor influencing consumer behavior. This study, grounded in the SOR (Stimulus-Organism-Response) model, established a theoretical framework to examine the influence of experience on the purchase intention of new generation consumers. The research focused on 10,000 new generation consumers of "A Shui Big Cup Tea" in Changqing University Town, Jinan, Shandong Province. A random sampling method was employed to collect 413 valid responses, which were then analyzed to test the research hypotheses. The results of the study concluded that: 1) sensory brand experience had a positive impact on the purchase intention of new generation consumers; 2) emotional brand experience had a positive impact on the purchase intention of new generation consumers; 3) behavioral brand experience had a positive impact on the purchase intention of new generation consumers; and 4) relational brand experience had a positive impact on the purchase intention of new generation consumers. Based on these results, the study offered recommendations for brands to engage young consumers through emotional and behavioral experiences, thereby fostering sustainable consumer participation.

**Keywords:** brand experience, purchase intentions, new generation consumers

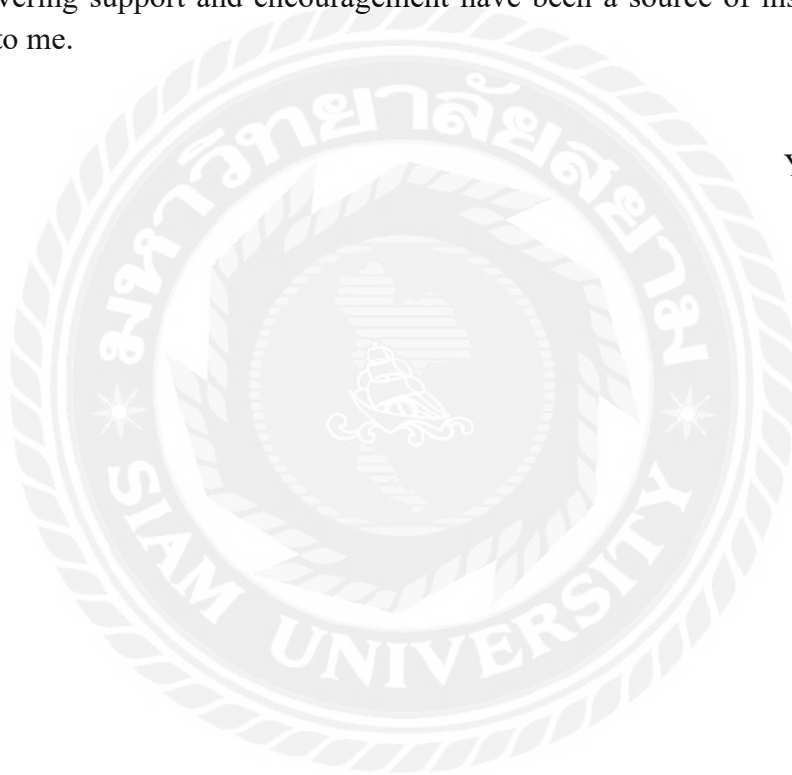
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Yongqi Zhou



## DECLARATION

I, YONGQI ZHOU, hereby declare that this Independent Study entitled “The Impact of Brand Experience on the Purchase Intention of New Generation Consumers: A Case Study of Changqing University Town” is an original work and has never been submitted to any academic institution for a degree.

*Yongqi Zhou*  
\_\_\_\_\_  
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Feb 22, 2025



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# **Chapter 1 Introduction**

## **1.1 Background of the Study**

In recent years, the global tea beverage market has undergone significant changes, with the consumer demographic gradually shifting towards the new generation consumers. According to Chai et al. (2022), the theory of the experience economy suggests that as consumer demand continues to evolve, brands must go beyond mere product functionality to deliver multi-dimensional consumption experiences that cater to increasingly diverse preferences. This trend has heightened the demand for brand experiences among the new generation consumers, driving the global tea beverage industry to adapt to these changes. For example, in Europe, the United States, and Japan, niche segments such as high-quality tea bags and functional tea drinks have gained popularity among the new generation consumers (Mostafa & Kasamani, 2021). In China, however, the new generation consumers, including Gen Z, the emerging middle class, and modern women, have become a dominant market force, demonstrating a strong preference for personalized and culturally rich experiences (Franzolini, 2020).

With the rising influence of the new generation consumers, the Chinese tea beverage market has exhibited distinct localized characteristics. Unlike the Western focus on the health benefits of tea, young Chinese consumers prioritize cultural connections. This has led many brands to embed cultural connotations and emotional expressions in their products (Jiang, 2024). However, as the market expands, the issue of brand homogenization has become more pronounced. Many brands lack distinct features in their packaging design and flavor, making it difficult to foster consumer loyalty (Riswanti Rini, 2022). Moreover, limited exploration of cultural and emotional value results in monotonous brand experiences that struggle to resonate with the new generation consumers on emotional and social levels (Xu et al., 2024).

Based on the trends and challenges outlined above, this study further investigates the role of brand experience in influencing consumer behavior. The core research question and objectives are outlined in the following sections.

## **1.2 Questions of the Study**

This study aims to address the following research questions:

1. Does sensory brand experience have a significant impact on the purchase intention of new generation consumers?
2. Does emotional brand experience have a significant impact on the purchase intention of new generation consumers?

3. Does behavioral brand experience have a significant impact on the purchase intention of new generation consumers?

4. Does relational brand experience have a significant impact on the purchase intention of new generation consumers?

### **1.3 Objectives of the Study**

Based on the above research questions, the specific objectives of this study are:

1. To examine the impact of sensory brand experience on the purchase intention of new generation consumers.

2. To examine the impact of emotional brand experience on the purchase intention of new generation consumers.

3. To examine the impact of behavioral brand experience on the purchase intention of new generation consumers.

4. To examine the impact of relational brand experience on the purchase intention of new generation consumers.

### **1.4 Scope of the Study**

This study focuses on consumers in Changqing University Town, Jinan, Shandong Province, who are familiar with the brand "A Shui Big Cup Tea." The target population was estimated to consist of approximately 10,000 individuals. Based on Yamane's (1973) sample size formula, the minimum required sample size was calculated to be 385. To ensure data validity and reliability, 450 questionnaires were distributed, and 413 valid responses were collected after excluding incomplete or erroneous questionnaires, resulting in a response rate of 91.8%.

This study adopted the SOR (Stimulus-Organism-Response) theoretical framework. The dimensions of the brand experience: sensory experience, emotional experience, behavioral experience, and relational experience, were defined as independent variables, while consumer purchase intention served as the dependent variable. Using the SOR model, this research investigated how brand experience, as a stimulus (Stimulus), influences consumers' internal states (Organism), which subsequently affect their purchase intentions (Response). The study examined the mechanisms linking these variables, thereby providing a more precise and theoretically grounded research scope.

## 1.5 Significance of the Study

This study investigates the impact of brand experience on the purchase intention of new generation consumers, offering significant theoretical and practical value. Theoretically, based on the SOR (Stimulus-Organism-Response) model, this research provides an in-depth analysis of the four dimensions of brand experience: sensory, emotional, behavioral, and relational, and explores how these dimensions influence consumer purchase intention (Ahmad et al., 2020). This contributes to the multi-dimensional study of brand experience and provides empirical support for related fields (Do & Caplet, 2021). By examining the relationship between brand experience and purchase intention, this study expands academic knowledge in the field of brand experience, offering a new perspective for the theoretical frameworks of brand management and consumer behavior (Li, 2022).

From a practical standpoint, this study provides valuable marketing strategy recommendations for the tea beverage industry, especially for brands targeting younger consumers. By optimizing the four dimensions of brand experience, brands such as "A Shui Big Cup Tea" can effectively enhance consumer purchase intention, driving sales growth and fostering brand loyalty. The findings offer differentiated strategic recommendations for brand operations, product design, and brand communication, assisting brands in establishing a distinctive image in a competitive market. This, in turn, strengthens emotional connections with new generation consumers, ultimately boosting long-term brand loyalty and increasing market share.

## 1.6 Definition of Key Terms

This section aims to provide clear and precise definitions of the key terms used throughout this research, ensuring that readers have a solid understanding of the variables under the study.

**Brand Experience:** Brand experience refers to the totality of perceptions, emotions, and behaviors that consumers form through their interactions with a brand. These experiences encompass a range of sensory, emotional, behavioral, and relational responses triggered by various brand touchpoints. In this study, brand experience is considered a multidimensional construct that plays a critical role in shaping consumer attitudes, influencing their perceptions of the brand, and ultimately driving their purchase decisions.

**Purchase Intention:** Purchase intention is the likelihood or probability that a consumer will engage in a buying behavior toward a specific brand or product in the future. In the context of this study, purchase intention is the primary outcome measured, focusing on how it is influenced by various dimensions of brand experience.

**Sensory Experience:** Sensory experience refers to the consumer's interaction with a brand through the five senses—sight, sound, touch, taste, and smell. It includes the sensory elements embedded in a brand's design, product features, and overall presentation that engage consumers and shape their perceptions. This study emphasizes the role of sensory experience in enhancing brand recognition, evoking emotional responses, and stimulating purchase intentions.

**Emotional Experience:** Emotional experience relates to the feelings and emotions that consumers associate with a brand, shaped by their interactions and engagement with it. Emotions such as trust, excitement, joy, or nostalgia play a significant role in fostering a deeper emotional connection between the consumer and the brand.

**Behavioral Experience:** Behavioral experience refers to the actions consumers take while interacting with a brand, which may include product trials, participating in brand-related activities, or engaging with the brand through digital or physical platforms. These interactions enhance consumer engagement, promote brand involvement, and contribute to stronger purchase intentions.

**Relational Experience:** Relational experience focuses on the connection between the consumer and the brand that is rooted in social identity, self-expression, and community. This dimension emphasizes the alignment of a brand with the consumer's values and social identity.

**New Generation Consumers:** In this research, the term "new generation consumers" refers to individuals from Generation Z and Millennials, who are characterized by their digital fluency, high social media engagement, and greater emphasis on values such as sustainability and social responsibility. This generation is distinct in its consumer behavior, with purchasing decisions influenced more by brand values, social identity, and digital experiences than by traditional marketing strategies.

## Chapter 2 Literature Review

In Chapter 2, the literature review of this study is organized into several sections and subsections to provide a logical flow and ease of reading. The chapter begins by introducing the general structure of the literature review, highlighting the key sections that will be covered. Since the chapter is extensive, it is structured in a way that allows readers to navigate through different themes and concepts seamlessly.

The chapter is divided into the following main sections:

- 2.1 Brand Experience
- 2.2 Purchase Intention
- 2.3 S-O-R Theory
- 2.4 Research Relevant
- 2.5 Conceptual Framework

### 2.1 Brand Experience

Brand experience encompasses the perceptions, emotions, and behaviors consumers develop through multidimensional interactions with a brand, comprising sensory, emotional, behavioral, and relational dimensions. These experiences are pivotal in shaping consumer attitudes toward the brand and influencing their purchase decisions (Brakus et al., 2009). As a critical construct in contemporary brand management, brand experience functions as both a strategic tool and a mechanism for cultivating brand loyalty and emotional bonds. By integrating these dimensions, brands can establish profound connections with consumers and enhance their market competitiveness (Mostafa & Kasamani, 2021). Specifically, brand experience manifests through sensory, emotional, behavioral, and relational dimensions, each playing a distinct yet complementary role in strengthening brand perception and fostering emotional attachment.

The sensory dimension engages consumers through visual, auditory, and tactile stimuli, heightening brand recognition and impression. For instance, in luxury retail, a thoughtfully curated ambiance not only reinforces consumer memories of the brand but also intensifies emotional attachment, thereby fostering long-term loyalty (Shahid et al., 2022). The emotional dimension focuses on building resonance and attachment, facilitating stronger emotional ties between brands and consumers (Yasri et al., 2020). Research underscores that emotional factors, such as brand enthusiasm and a sense of belonging, are essential in strengthening consumer loyalty (Joshi & Garg, 2021). The behavioral dimension emphasizes consumer interaction with the brand, fostering engagement and driving purchase intentions (Yuanita & Marsasi, 2022). Such interactive experiences-whether digital or physical-serve as critical drivers of brand appeal and consumer participation (Zha et al., 2022).

Lastly, the relational dimension aligns with consumers' self-concepts and social identities, fostering a sense of belonging and deep attachment. Beyond satisfying immediate transactional needs, this dimension supports long-term emotional investment and brand loyalty by addressing consumers' social recognition and identity alignment (Safeer et al., 2021). In summary, this study adopts Brakus et al.'s (2009) definition, asserting that brand experience is a multidimensional construct that profoundly influences consumer attitudes and behaviors. Through the synergistic integration of sensory, emotional, behavioral, and relational dimensions, brand experience enhances brand impressions and embeds the brand into consumers' social and personal identities, securing a sustainable competitive advantage in increasingly dynamic markets.

## **2.2 Purchase Intention**

The purchase intentions of the new generation of consumers are influenced by multiple factors, including ecological awareness, visual appeal, personality traits, risk perception, and perceived value. Abrar et al. (2021) highlighted that the new generation places a high value on environmental protection, and this ecological awareness significantly increased their intention to purchase eco-friendly products. Similarly, Martinez et al. (2020) found that the visual design of advertisements played a critical role in shaping the purchase intentions of these consumers. Well-designed advertisements significantly improved brand attitude, which, in turn, enhanced purchase intentions.

In addition, Lissitsa & Kol (2021) demonstrated that personality traits across generational groups had a significant impact on purchase intentions. For example, members of the new generation with low agreeableness tended to exhibit lower intentions to engage in mobile shopping. Regarding risk perception, Onurlubas & Gumus (2023) revealed that social and psychological risks substantially affected the willingness of the new generation to purchase refurbished products. However, these risks could be mitigated by ensuring product quality. Laurents & Dellyana (2023) further identified perceived value as a pivotal driver of the purchase intentions of the new generation, particularly for innovative products such as insurance. In conclusion, brands should prioritize eco-friendly design, visual appeal, personalized design, and perceived value to better meet the needs of the new generation of consumers and effectively enhance their purchase intentions.

Brand experience has been widely recognized as a significant factor influencing the purchase intentions of new generation consumers. Yasri et al. (2020) demonstrated that brand experience serves as a key mediator between price perception and purchase intention. Their findings suggest that this group not only considers price but also values the overall brand experience, which significantly shapes purchasing decisions. Joshi & Garg (2021) argued that emotional, sensory, and behavioral experiences strengthen the

emotional connection between consumers and brands, thereby boosting purchase intentions.

#### 1) The Relationship between Sensory Experience and Purchase Intention

Sensory experience, as a fundamental dimension of brand experience, attracts consumers through stimuli such as touch, sight, and sound, thereby reinforcing brand impressions and purchase intentions. Torabi et al. (2021) found that sensory experience strengthens emotional connections and brand loyalty, ultimately influencing purchasing decisions (Torabi et al., 2021). Through well-designed visual and tactile elements, brands can significantly enhance purchase intentions. Moreover, sensory experiences stimulate perception, amplify brand impressions, and evoke emotional responses through sensory interaction, ultimately driving purchasing behavior (Brakus et al., 2009).

#### 2) The Relationship between Emotional Experience and Purchase Intention

Emotional experience refers to the resonance between a brand and its consumers, which fosters loyalty by building emotional connections. Emotional resonance plays a vital role in influencing purchase intentions. Joshi & Garg (2021) highlighted that emotional experience enhances consumers' emotional attachment to a brand, thereby significantly boosting their intent to purchase. Emotional marketing and interactive experiences driven by emotional engagement can further strengthen consumer loyalty and purchase behavior (Brakus et al., 2009). Thus, emotional experience, as a core dimension of brand experience, is essential for promoting purchase intentions.

#### 3) The Relationship between Behavioral Experience and Purchase Intention

Behavioral experience encompasses the actions and responses of consumers during interactions with a brand, such as participating in events or engaging in social interactions. These interactions enhance brand identification and purchase intentions. Zha et al. (2020) demonstrated that behavioral experiences significantly influence purchasing behavior by strengthening consumer loyalty and purchase intent. Additionally, behavioral experience triggers positive consumer actions, such as purchasing or recommending the brand, which ultimately contributes to better market performance.

#### 4) The Relationship Between Relational Experience and Purchase Intention

Relational experience refers to the bond established between a brand and its consumers by fulfilling social identity or self-expression needs. Bilal et al. (2024) argued that brands can significantly enhance consumer loyalty by aligning with their social identity, thereby driving purchase intentions. By developing a brand image consistent with consumer values, brands enable consumers to gain social recognition, which in turn increases their intent to purchase. Relational experiences that fulfill self-expression needs further strengthen purchasing behavior (Chan, 2023).

In conclusion, the four dimensions of brand experience: sensory, emotional, behavioral, and relational, are all closely associated with the purchase intention of new generation consumers. Brand managers should emphasize the interactive effects of these dimensions, optimizing each aspect of the brand experience to enhance purchase



intentions and foster brand loyalty. These findings provide empirical support for the application of brand experience in consumer behavior research and offer strategic guidance for brand management practices.

## **2.3 S-O-R Theory**

### **S-O-R (Stimulus-Organism-Response) Theory**

The S-O-R (Stimulus-Organism-Response) model is grounded in environmental psychology and has been widely applied in understanding consumer behavior. According to this framework, stimuli are defined as external factors that impact the emotional and cognitive states of consumers (organisms), which subsequently influence their behaviors and purchase intentions. In the context of retail and brand experience, the stimuli are the sensory, emotional, behavioral, and relational experiences provided by the brand. These brand experiences act as environmental signals that trigger specific emotional and cognitive reactions, leading to particular behavioral outcomes such as the intention to purchase (Albarq, 2021).

In this study, the brand experience dimensions: sensory, emotional, behavioral, and relational, serve as stimuli that influence the internal states of the new generation of consumers. Sensory experiences engage consumers through sight, sound, and touch, creating memorable interactions. Emotional experiences foster emotional connections with the brand, which in turn increase consumers' attachment and purchase intentions. Behavioral experiences, such as active participation in product trials or brand-related activities, further engage consumers and strengthen brand loyalty. Finally, relational experiences, by facilitating social connections and identity alignment, deepen consumer affinity with the brand (Joshi & Garg, 2021; Zha et al., 2022).

The S-O-R model emphasizes how different stimuli, such as brand experiences, shape consumers' internal responses, including their emotions, attitudes, and perceptions. These internal responses then lead to behavioral outcomes, such as purchase intention. This framework helps explain how brands can create emotional and cognitive connections through sensory, emotional, behavioral, and relational experiences, leading to stronger purchase intentions and long-term loyalty.

## **2.4 Research Relevant**

Joshi & Garg (2021), in their research on the role of brand experience in shaping brand love, examined how sensory, emotional, and relational experiences with a brand contribute to the development of emotional attachment and brand loyalty. Their study suggests that brand experiences have a profound impact on consumers' emotional connections, which in turn influence their purchase intentions and long-term brand commitment.

Zha et al. (2020), in their paper on the influence of sensory experiences on brand perception, identified how multi-sensory marketing strategies contribute to consumers' emotional responses and their purchase intentions. The study highlights that sensory stimuli not only enhance consumer perception but also encourage consumers to engage with and purchase from the brand more frequently.

Brakus et al. (2009), in their work on brand experience, proposed a comprehensive framework for understanding how various brand experiences—emotional, sensory, and cognitive—affect consumer loyalty and purchase behavior. Their findings underscore that a positive brand experience can significantly increase consumer loyalty and purchase intention.

Zha et al. (2022), in their bibliometric study on brand experience research, analyzed the evolution of brand experience literature and its implications for future research. Their findings suggest that the relationship between brand experience and purchase intention is complex, involving multiple consumer perceptions and emotions, which shape consumer behavior in diverse cultural and market contexts.

Merdiaty & Aldrin (2022), in their study on the effect of brand experience on customer engagement, found that positive brand experiences directly contribute to higher levels of customer engagement and satisfaction, particularly among Generation Z consumers. Their research highlights the importance of continuous brand interaction and emotional connection in fostering long-term customer loyalty.

Marhadi et al. (2024), in their systematic literature review on cross-cultural perspectives of brand experience, analyzed over 70 studies to explore how brand experiences across different cultural contexts influence purchase intentions. Their findings indicate that brand experience plays a significant role in shaping consumer behavior, but the impact varies across different cultural and geographical settings, influencing strategies for global brand marketing.

In conclusion, brand experience plays a crucial role in influencing consumer purchase intention and brand loyalty. Research indicates that sensory, emotional, and behavioral experiences provided by the brand can effectively evoke emotional responses from consumers, thereby promoting the formation of purchase intention. A positive brand experience not only enhances consumers' emotional connection with the brand but also increases brand awareness and loyalty. This is especially evident in environments with high interactivity and engagement, where consumers' emotional investment and brand loyalty are more pronounced. Sensory experiences enhance consumers' perception of the brand, triggering purchase desire, while emotional and behavioral experiences foster brand affinity and consumer participation, thus facilitating purchase decisions. Brand experience has a profound impact on consumers' long-term purchase intention, and this influence varies according to different cultural

and market contexts. Therefore, when developing marketing strategies, businesses should focus on multi-dimensional brand experience design, offering richer and more meaningful experiences to enhance consumer brand loyalty and increase purchase intention.

## 2.5 Conceptual Framework

The conceptual framework of this study is based on the SOR (Stimulus-Organism-Response) model, and it aims to investigate how brand experience influences the purchase intention of new generation consumers, as illustrated in Figure 2.1:

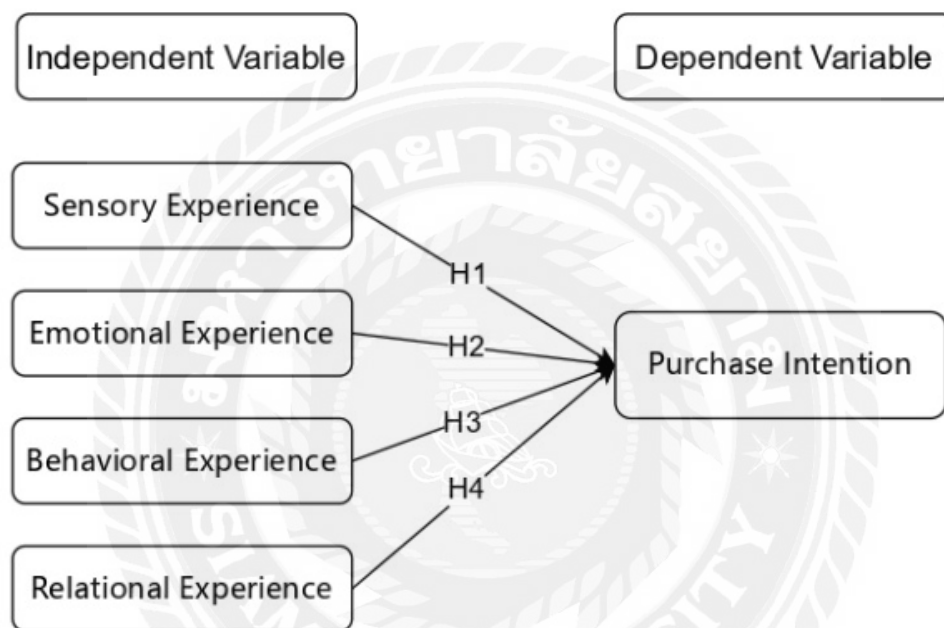


Figure 2.1 Conceptual Framework

## **Chapter 3 Research Methodology**

### **3.1 Research Design**

This study adopted a quantitative research approach, utilizing a structured questionnaire survey to examine the impact of brand experience on the purchase intention of new generation consumers, with a specific focus on Changqing University Town. By employing a quantitative methodology, this research aimed to provide empirical evidence on the relationship between different dimensions of brand experience: sensory, emotional, behavioral, and relational experiences, and their influence on consumer purchase intention.

To achieve this, the study employed a structured questionnaire survey with close-ended questions and a Likert-scale measurement, ensuring the collection of standardized and comparable data. The questionnaire was designed based on validated scales from previous studies, ensuring reliability and construct validity. The survey was distributed electronically via platforms such as WeChat and Wenjuanxing, targeting new generation consumers who have experience with the brand "A Shui Big Cup Tea."

The study followed a random sampling method, with a total of 450 questionnaires distributed. After excluding incomplete or invalid responses, 413 valid responses were obtained, achieving a response rate of 91.8%. The collected data were analyzed using SPSS, employing descriptive statistics, correlation analysis, and regression analysis to test the research hypotheses.

By applying a quantitative research method, this study systematically explored how brand experience influences purchase intention, providing insights into consumer behavior and offering actionable recommendations for brand marketing strategies in the tea beverage industry.

### **3.2 Population and Sample**

This study adopted a quantitative research approach to explore the impact of brand experience on the purchase intention of new generation consumers, with a particular focus on Changqing University Town. The target population comprised approximately 10,000 consumers who have engaged with or purchased the "A Shui Big Cup Tea" brand. Given the growing influence of young consumers in shaping brand preferences, this population provided a relevant and insightful basis for analysis.

To determine an appropriate sample size, this study employed Yamane's (1973) formula, ensuring a 95% confidence level with a 5% margin of error, which resulted in

a required minimum sample size of 385 respondents. However, to mitigate potential issues such as incomplete responses or survey dropout rates, the final sample size was increased to 450.

$$N = \frac{N}{1+(Ne2)}$$

(Equation 3-1)

A simple random sampling technique was implemented to ensure that the sample adequately represented the broader population of new generation consumers. This method enhanced the generalizability of the findings by ensuring diverse participation across different demographic backgrounds. Upon data collection and quality control procedures, 413 valid responses were obtained, yielding a response rate of 91.8%.

### 3.3 Hypothesis

H1: Sensory brand experience positively influences the purchase intention of new generation consumers.

H2: Emotional brand experience positively influences the purchase intention of new generation consumers.

H3: Behavioral brand experience positively influences the purchase intention of new generation consumers.

H4: Relational brand experience positively influences the purchase intention of new generation consumers.

### 3.4 Research Instrument

This study aimed to examine the impact of brand experience on the purchase intention of new generation consumers in Changqing University Town and further explore how different dimensions of brand experience influence consumer decision-making. Given the nature of the research objectives, a quantitative research method was selected, allowing for a systematic, objective, and replicable approach to data collection and analysis. The use of standardized measurement scales and statistical techniques ensured the accuracy and reliability of the findings, particularly when investigating multi-dimensional constructs across a large sample. Moreover, the quantitative approach enabled a comprehensive analysis by facilitating data collection from a broad consumer base, thereby supporting meaningful insights and practical implications for brand management and marketing strategies.

To achieve these research goals, this study developed a structured questionnaire based on the brand experience measurement scale proposed by Chen (2023). The questionnaire was designed to capture the four key dimensions of brand experience: sensory, emotional, behavioral, and relational, and their influence on consumer purchase intention.

The questionnaire consists of two main sections:

1. Demographic Characteristics-This section collects demographic and personal characteristics of respondents, which help contextualize the findings and analyze potential differences among consumer groups. It includes the following seven questions as shown in Table 3.1.

Table 3.1 Demographic Characteristics

Variable	Question items
Gender	A. Male B. Female
Age	A. 18-25 years old B. 26-35 years old C. 36 years old and above
Monthly Disposable Income	A. Below 1,000 RMB B. 1,000-3,000 RMB C. 3,000-6,000 RMB D. 6,000-10,000 RMB E. Above 10,000 RMB
Education	A. High school or below B. Associate degree C. Bachelor's degree D. Master's degree or above
Occupation	A. Student B. Corporate employee C. Freelancer D. Government employee / Public institution staff E. Startup employee / Entrepreneur F. Other
Whether the respondent has ever purchased A Shui Big Cup Tea	A. Yes B. No
How often the respondent purchases new-style tea beverages	A. At least once a week B. 1-3 times per month C. Once per quarter D. Rarely or never

2. Brand Experience and Purchase Intention. This section measures the core research variables, including the four dimensions of brand experience and consumer purchase intention, using validated scales.

Each item in the questionnaire was measured using a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). This format allowed respondents to express the degree to which they identified with the statements, providing a structured yet flexible means of assessing their brand experience perceptions and purchase intentions. Shown in Table 3.2.

Table 3.2 Questionnaire Items

Variable	Item
Sensory Experience	SE1: The taste of this brand's tea beverages is pleasant.
	SE2: The visual design of this brand's tea beverages has a certain aesthetic value.
	SE3: The shopping environment of this brand enhances my desire to make a purchase.
Emotional Experience	FE1: Drinking this brand's tea beverages helps me feel relaxed both physically and mentally.
	FE2: Some of this brand's marketing activities are creative and make me feel entertained.
	FE3: Drinking this brand's tea beverages brings me joy.
Behavioral Experience	AE1: I am willing to try new products launched by this brand.
	AE2: This brand's tea beverages are suitable for social occasions and presentable.
Relational Experience	RE1: My consumption of this brand's tea beverages is largely influenced by people around me.
	RE2: Drinking this brand's tea beverages aligns with my personal identity.
	RE3: Consuming this brand's tea beverages reflects my values.
Purchase Intention	PI1: I would recommend this brand's tea beverages to my friends or family.
	PI 2: I would consider choosing this brand the next time I buy tea beverages.
	PI 3: I frequently consume this brand's tea beverages.
	PI 4: I will continue to follow updates about this brand.

### 3.5 Reliability and Validity Analysis of the Scale

#### 3.5.1 Reliability Analysis

Reliability refers to the consistency and stability of measurement results across different conditions and time periods. To assess the internal consistency reliability of the scale used in this study, Cronbach's Alpha coefficient was employed. A higher Cronbach's Alpha value, particularly one closer to 1, indicates stronger internal consistency of the scale. Typically, a Cronbach's Alpha coefficient above 0.70 is considered acceptable, demonstrating that the scale items measure the intended constructs reliably.

In this study, the Cronbach's Alpha coefficients for the four dimensions: sensory experience, emotional experience, behavioral experience, relational experience,

and purchase intention were calculated to ensure the internal consistency of the measurement instrument. The reliability analysis results are presented in Table 3.3.

Table 3.3 Reliability Test of Questionnaire

Variable	Question items	Cronbach's Alpha
Sensory Experience	3	0.812
Emotional Experience	3	0.781
Behavioral Experience	2	0.708
Relational Experience	3	0.729
Purchase Intention	4	0.867
total	15	0.878

As shown in the reliability test results in Table 3.3, the Cronbach's Alpha coefficients for all dimensions exceed 0.70, indicating that the scale demonstrates good internal consistency. Among them, the purchase intention dimension has the highest Cronbach's Alpha coefficient of 0.867, suggesting a very high level of reliability and consistency among its items.

The sensory experience dimension also shows strong reliability with a Cronbach's Alpha of 0.812, while the emotional experience and relational experience dimensions have coefficients of 0.781 and 0.729, respectively, both reflecting acceptable internal consistency. The behavioral experience dimension has a Cronbach's Alpha of 0.708, meeting the minimum threshold for reliability. Additionally, the overall reliability of the scale, based on all 15 items, reaches 0.878, confirming the high reliability of the measurement instrument.

In conclusion, the Cronbach's Alpha coefficients for all dimensions exceed 0.70, demonstrating that the scale employed in this study is statistically reliable and provides a consistent measurement tool for subsequent validity tests and data analysis.

### 3.5.2 Validity Analysis

In this study, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were used to assess the validity of the questionnaire. The KMO value ranges from 0 to 1, with values closer to 1 indicating that the sample data is more suitable for factor analysis. The analysis results are shown in Table 3.4.



Table 3.4 Validity Test of Questionnaire

Dimension	KMO Statistic Value	Bartlett's Test of Sphericity (Approx. Chi-Square)	df	Sig.
Sensory Experience	0.716	412.645	3	0.000
Emotional Experience	0.704	341.138	3	0.000
Behavioral Experience	0.500	146.521	1	0.000
Relational Experience	0.675	258.538	3	0.000
Purchase Intention	0.833	759.616	6	0.000
total	0.880	2413.201	105	0.000

As shown in Table 3.4, the Kaiser-Meyer-Olkin (KMO) statistic values for all research dimensions meet the acceptable threshold for factor analysis. The KMO value for purchase intention is the highest at 0.833, indicating that the sample data in this dimension is highly suitable for factor analysis. Other dimensions, such as sensory experience (0.716), emotional experience (0.704), behavioral experience (0.500), and relational experience (0.675), also demonstrate acceptable levels of sampling adequacy, supporting the use of factor analysis.

Furthermore, Bartlett's Test of Sphericity results show that the p-values for all dimensions are less than 0.001, confirming that the correlations between the variables are statistically significant and suitable for factor analysis. The overall KMO value of 0.880 and Chi-Square value of 2413.201 further indicate that the dataset has a strong factor structure, ensuring the validity of the measurement scale used in this study.

### 3.6 Data Collection

The data collection for this study was conducted over a three-week period, during which a total of 450 questionnaires were distributed to potential respondents. The survey was administered through the Wenjuanxing platform, an online survey tool, and disseminated via QR codes, WeChat groups, and direct messages to ensure broad accessibility and engagement among the target population.

By the end of the data collection phase, 413 responses were received, yielding a response rate of 91.8%. This careful screening process ensured the integrity and reliability of the dataset.

### 3.7 Data Analysis

The data analysis in this study involved multiple steps to ensure the reliability and validity of the research findings. These steps included descriptive statistical analysis, correlation analysis, multiple regression analysis, and variance analysis. The following sections provide a detailed explanation of each analytical method and its conceptual framework.

### **3.7.1 Descriptive Statistical Analysis**

Descriptive statistical analysis was employed to summarize and describe the fundamental characteristics of the sample, as well as the means and standard deviations of the research variables. By conducting a preliminary examination of the data, the study gained insights into the distribution and central tendency of the sample. Specifically, descriptive statistical analysis involved calculating the frequency distribution, mean, standard deviation, minimum, and maximum values of each variable. These statistical measures provided an overview of the sample characteristics and illustrate the underlying distribution patterns within the dataset.

### **3.7.2 Correlation Analysis**

Correlation analysis was used to investigate the linear relationships between the dimensions of brand experience and purchase intention. This study employed the Pearson correlation coefficient to assess the strength and direction of the associations between variables. The Pearson correlation coefficient ranges from -1 to 1, where:

A value closer to 1 indicates a strong positive correlation, meaning that an increase in one variable corresponds to an increase in another.

A value closer to -1 indicates a strong negative correlation, implying that an increase in one variable corresponds to a decrease in another.

A value near 0 suggests no significant linear relationship.

Through correlation analysis, the study preliminarily assessed the relationships among the four dimensions of brand experience (sensory, emotional, behavioral, and relational experience) and purchase intention, establishing a foundation for subsequent regression analysis.

### **3.7.3 Multiple Regression Analysis**

Multiple regression analysis is a statistical method used to examine the impact of multiple independent variables on a single dependent variable. This study applied multiple regression analysis to quantify the influence of different dimensions of brand experience on purchase intention. By employing regression analysis, the study could determine the individual contribution of each independent variable while controlling for the effects of other variables.

### **3.7.4 Variance Analysis**

Variance analysis (ANOVA) was employed to examine differences in purchase intention among consumer groups based on demographic characteristics. ANOVA determined whether there were statistically significant differences in purchase intention across groups classified by gender, age, education level, income, and purchase frequency.

This study utilized:

One-way ANOVA, which investigated the effect of a single demographic factor on purchase intention.

Multifactor ANOVA, which evaluated the combined influence of multiple demographic variables on purchase intention.

By employing these statistical methods, this study provided a comprehensive empirical analysis of how different brand experience dimensions influence consumer purchase intention, while also considering demographic variations within the sample.



## Chapter 4 Findings and Discussion

This chapter presents the key research findings, derived through descriptive statistical analysis, correlation analysis, regression analysis, and variance analysis. The study examined how four dimensions of brand experience (sensory, emotional, behavioral, and relational experiences) influence the purchase intention of new generation consumers in Changqing University Town.

A total of 413 valid responses were collected, exceeding the minimum required sample size of 385, ensuring data reliability and validity. The results also highlight demographic differences in purchase intention based on gender, age, monthly income, education, occupation, and purchase frequency.

### 4.1 Findings

#### 4.1.1 Demographic Characteristics of Respondents

Table 4.1 Demographic Characteristics of Respondents

Attitude	Classification Indicators	Frequency	Percent
Gender	Male	215	52.1
	Female	198	47.9
Age	A. 18-25 years old	130	31.5
	B. 26-35 years old	208	50.4
	C. 36 years old and above	75	18.2
Monthly Disposable Income	A. Below 1,000 RMB	74	17.9
	B. 1,000-3,000 RMB	144	34.9
	C. 3,000-6,000 RMB	130	31.5
	D. 6,000-10,000 RMB	49	11.9
	E. Above 10,000 RMB	16	3.9
Education	A. High school or below	40	9.7
	B. Associate degree	139	33.7
	C. Bachelor's degree	184	44.6
	D. Master's degree or above	50	12.1
Occupation	A. Student	66	16.0
	B. Corporate employee	208	50.4
	C. Freelancer	50	12.1
	D. Government employee / Public institution staff	54	13.1
	E. Startup employee / Entrepreneur	23	5.6
	F. Other	12	2.9
	A. Yes	413	100.0

Whether the respondent has ever purchased A Shui Big Cup Tea	B. No	0	0
How often the respondent purchases new-style tea beverages	A. At least once a week	69	16.7
	B. 1-3 times per month	191	46.2
	C. Once per quarter	153	37.0
	D. Rarely or never	0	0

As presented in Table 4.1, the gender distribution of the sample is relatively balanced, with males accounting for 52.1% and females making up 47.9%, indicating a well-represented consumer base.

In terms of age distribution, the majority of respondents fall within the 26-35 age group (50.4%), followed by 31.5% in the 18-25 age range, while 18.2% are 36 years or older. This suggests that the study primarily captures insights from young and middle-aged consumers, who are likely to be key drivers in the new-style tea beverage market.

Regarding monthly disposable income, a significant proportion (34.9%) of respondents earn between 1,000-3,000 RMB, closely followed by 31.5% earning 3,000-6,000 RMB. A smaller segment of respondents reports earnings below 1,000 RMB (17.9%), while 11.9% earn between 6,000-10,000 RMB, and 3.9% have disposable incomes exceeding 10,000 RMB. These figures highlight a diverse economic background among respondents, with the majority falling into the low-to-middle income range.

With regard to educational background, most respondents hold a bachelor's degree (44.6%), while 33.7% have obtained an associate degree. Those with a master's degree or above represent 12.1%, and 9.7% have an education level of high school or below. The data suggest that a considerable portion of respondents have higher education qualifications, which may influence their brand perceptions and purchasing behaviors.

In terms of occupational distribution, 50.4% of respondents are corporate employees, forming the largest group in the sample. 16.0% are students, while freelancers (12.1%) and government employees or public institution staff (13.1%) also make up a notable portion. Additionally, 5.6% are engaged in startups or entrepreneurial ventures, and 2.9% fall into the "other" category.

All respondents (100%) have previously purchased A Shui Big Cup Tea, confirming their familiarity with the brand. In terms of purchase frequency of new-style tea beverages, nearly 46.2% of respondents purchase 1-3 times per month, while 16.7% make purchases at least once a week. Additionally, 37.0% purchase tea beverages once per quarter, indicating a mix of regular and occasional consumers.

Overall, the demographic profile suggests that the respondents are predominantly young to middle-aged consumers with a bachelor's degree, working in corporate environments, and falling within the low-to-middle income range. Their purchasing behaviors reflect consistent engagement with new-style tea beverages, reinforcing their relevance as a target audience for branding and marketing strategies in this sector.

#### 4.1.2 Descriptive Statistical Analysis of Variables

Table 4.2 Descriptive Statistical Analysis of Variables

Variant	N	Mean	Std. Deviation
Sensory Experience	413	3.79	1.02
Emotional Experience	413	3.83	0.98
Behavioral Experience	413	2.61	0.65
Relational Experience	413	3.97	0.85
Purchase Intention	413	3.61	1.45

As shown in Table 4.2, the descriptive statistical analysis provides an overview of respondents' perceptions of brand experience dimensions and purchase intention. The mean values and standard deviations offer insight into the consistency and variability of these evaluations, highlighting key trends in consumer attitudes.

##### 1. Sensory Experience

The mean score of 3.79 (SD = 1.02) suggests that respondents generally perceive the sensory attributes of the brand, such as taste, visual appeal, and shopping environment, positively. However, the relatively higher standard deviation indicates some variation in individual responses, suggesting that sensory perceptions may differ based on personal preferences and past experiences.

##### 2. Emotional Experience

With a mean of 3.83 (SD = 0.98), emotional experience emerges as a strongly rated dimension, indicating that the brand effectively engages consumers on an emotional level. While most respondents find the brand's messaging, promotions, and overall experience enjoyable and engaging, the observed variability suggests that the emotional connection may resonate more with certain consumer segments than others.

### 3. Behavioral Experience

The mean score of 2.61 (SD = 0.65) indicates that behavioral engagement with the brand is comparatively lower than other dimensions. This suggests that, while consumers may appreciate the brand's sensory and emotional aspects, they are less likely to actively engage in interactive experiences such as new product trials, brand events, or social media participation. The lower standard deviation suggests consistent responses across the sample, reinforcing that behavioral engagement may be an area for further development.

### 4. Relational Experience

A mean of 3.97 (SD = 0.85) reflects that respondents strongly associate the brand with their social identity and interpersonal influences. This suggests that peer recommendations and social trends play a significant role in shaping consumer behavior. While most respondents perceive the brand as relevant to their identity, the moderate variation in responses indicates that this influence may not be uniform across all consumer groups.

### 5. Purchase Intention

The mean score of 3.61 (SD = 1.45) suggests a generally favorable attitude toward purchasing the brand, though the higher standard deviation reveals notable individual differences. Some respondents exhibit strong purchase intention and brand loyalty, while others may be more hesitant, possibly due to competing preferences or varying levels of brand attachment.

In summary, the findings indicate that emotional and relational experiences are the most positively rated dimensions, underscoring the brand's ability to create meaningful connections and social influence. Sensory experience is also well-received, though subject to personal variations. However, behavioral engagement scores the lowest, suggesting an opportunity for the brand to enhance interactive experiences and encourage greater consumer participation.

Overall, these results provide valuable insights into consumer perceptions and engagement patterns, offering a foundation for further statistical analysis. The findings highlight areas where the brand excels while also identifying opportunities to strengthen behavioral involvement and foster deeper consumer-brand relationships, ultimately enhancing purchase intention and brand loyalty.

#### 4.1.3 Correlation Analysis

This study employed Pearson correlation coefficients to examine the strength and direction of relationships between different brand experience dimensions and consumer purchase intention. This analysis provided a foundation for subsequent regression modeling, helping to identify which aspects of sensory, emotional, behavioral, and relational experiences have the most significant influence on

purchasing behavior. Understanding these relationships offers valuable insights for enhancing brand engagement strategies and strengthening consumer loyalty.

The Pearson correlation coefficient (ranging from -1 to 1) measures the degree of linear association between variables. A coefficient closer to 1 indicates a strong positive correlation, suggesting that higher engagement in a particular brand experience dimension is linked to a greater likelihood of purchase. In contrast, values near 0 imply weak or no significant relationship. By analyzing these correlations, this study aims to pinpoint the most impactful brand experience factors, providing empirical support for data-driven marketing strategies and consumer engagement initiatives.

Table 4.3 Correlation Analysis

Variable	Sensory Experience	Emotional Experience	Behavioral Experience	Relational Experience	Purchase Intention
Sensory Experience	1				
Emotional Experience	0.320**	1			
Behavioral Experience	0.367**	0.367**	1		
Relational Experience	0.388**	0.349**	0.352**	1	
Purchase Intention	0.422**	0.450**	0.447**	0.398**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As presented in Table 4.3, the correlation analysis reveals significant positive relationships among all key variables at the 0.01 significance level (two-tailed), offering valuable insights into the interplay between brand experience dimensions and purchase intention.

Sensory experience demonstrates a moderate positive correlation with purchase intention ( $r = 0.422$ ), suggesting that consumers who find the brand's visual, tactile, and environmental elements appealing are more inclined to consider a purchase. Additionally, sensory experience is positively associated with emotional experience ( $r = 0.320$ ), behavioral experience ( $r = 0.367$ ), and relational experience ( $r = 0.388$ ), indicating its foundational role in shaping overall brand perception.

Emotional experience exhibits a stronger positive correlation with purchase intention ( $r = 0.450$ ), underscoring the impact of affective connections on consumer decision-making. Furthermore, its correlations with behavioral experience ( $r = 0.367$ ) and relational experience ( $r = 0.349$ ) suggest that consumers who emotionally resonate with the brand are more likely to engage with it actively and integrate it into their personal identity.



Behavioral experience is also significantly correlated with purchase intention ( $r = 0.447$ ), reinforcing the notion that active brand participation, such as product trials and interactions, enhances consumer commitment. Its associations with sensory experience ( $r = 0.367$ ), emotional experience ( $r = 0.367$ ), and relational experience ( $r = 0.352$ ) highlight the interconnected nature of brand engagement, where experiential interactions amplify both emotional and social connections.

Relational experience exhibits a positive correlation with purchase intention ( $r = 0.398$ ), reflecting the influence of social factors and identity alignment on purchasing behavior. Consumers who perceive the brand as aligned with their values and peer influences are more likely to express loyalty and purchase intent. Moreover, its associations with sensory ( $r = 0.388$ ), emotional ( $r = 0.349$ ), and behavioral experiences ( $r = 0.352$ ) reinforce the social and psychological dimensions of brand perception.

Purchase intention is most strongly correlated with emotional experience ( $r = 0.450$ ) and behavioral experience ( $r = 0.447$ ), suggesting that emotional engagement and active participation play the most decisive roles in shaping consumer purchasing decisions. The moderate correlations with sensory ( $r = 0.422$ ) and relational experience ( $r = 0.398$ ) further emphasize that while sensory appeal and social influences contribute to brand preference, emotional connection and interactive experiences are more influential in driving purchase behavior.

In, summary, the findings from the correlation analysis reveal that all four dimensions of brand experience are significantly associated with purchase intention, with emotional and behavioral experiences demonstrating the strongest relationships. These results suggest that brands seeking to enhance consumer loyalty and drive sales should prioritize creating emotionally engaging experiences and encouraging active consumer participation. Furthermore, while sensory and relational experiences remain important contributors, their impact appears to be mediated by emotional engagement and interactive involvement. These insights provide a solid empirical foundation for subsequent regression analysis, which will further quantify the relative influence of each dimension on purchase intention.

#### 4.1.4 Regression Analysis

Table 4.4 Regression Analysis of Brand Experience and Purchase Intention of New Generation Consumers

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF
1 (Constant)	15.277	0.985		15.504	0.000	
Gender	0.222	0.431	0.025	0.515	0.607	0.993 1.007
Age	-0.276	0.332	-0.044	-0.831	0.406	0.871 1.148

	Purchase frequency	-0.255	0.221	-0.061	-1.154	0.249	0.874	1.144
2	(Constant)	0.071	1.301		0.055	0.957		
	Gender	0.143	0.348	0.016	0.411	0.681	0.988	1.012
	Age	0.107	0.270	0.017	0.396	0.692	0.857	1.167
	Purchase frequency	-0.236	0.179	-0.056	-1.320	0.188	0.869	1.151
	Sensory Experience	0.280	0.064	0.197	4.340	0.000	0.767	1.304
	Emotional Experience	0.368	0.066	0.249	5.566	0.000	0.789	1.268
	Behavioral Experience	0.504	0.101	0.226	4.996	0.000	0.767	1.304
	Relational Experience	0.268	0.078	0.157	3.434	0.001	0.757	1.321
a. Dependent Variable: Purchase Intention								

As shown in Table 4.4, the regression analysis reveals that demographic factors alone (Model 1), including gender, age, and purchase frequency-do not significantly influence purchase intention, as none of these variables reach statistical significance ( $p > 0.05$ ). This suggests that consumer purchase behavior is not primarily determined by demographic characteristics but is instead shaped by experiential factors. When brand experience dimensions are introduced in Model 2, the explanatory power of the model improves substantially, indicating that brand experience plays a key role in shaping purchase intention.

Among the four dimensions of brand experience, behavioral experience ( $\beta = 0.226$ ,  $p < 0.001$ ) has the strongest impact, emphasizing the importance of active consumer engagement in driving purchase decisions. Emotional experience ( $\beta = 0.249$ ,  $p < 0.001$ ) also significantly influences purchase intention, suggesting that building emotional connections with consumers enhances brand loyalty. Sensory experience ( $\beta = 0.197$ ,  $p < 0.001$ ) further reinforces the role of aesthetics, taste, and overall sensory appeal in consumer decision-making. Meanwhile, relational experience ( $\beta = 0.157$ ,  $p = 0.001$ ), though significant, has a comparatively lower effect, indicating that social influence contributes to purchase behavior but is not as decisive as emotional and behavioral engagement. The low variance inflation factor (VIF) values confirm the robustness of the model, ensuring that each brand experience dimension independently contributes to explaining purchase intention. These findings underscore the importance of crafting emotionally engaging and behaviorally interactive brand experiences to enhance consumer commitment and drive purchasing decisions.

Table 4.5 Summary of Model

Model	R		Std. Adjusted Error of		Change Statistics		F		Sig. F		Durbin-Watson
	R	Square	R	the R Square	Estimate	Change	Change	df1	df2	Change	
1	0.092 <sup>a</sup>	0.008	0.001	4.36082	0.008	1.167	3	409	0.322		
2	0.602 <sup>b</sup>	0.362	0.351	3.51493	0.354	56.136	4	405	0.000	1.876	

a. Predictors: (Constant), 3. Purchase frequency, Gender, Age

b. Predictors: (Constant), urchase frequency, Gender, Age, Behavioral Experience, Relational Experience, Emotional Experience, Sensory Experience

c. Dependent Variable: Purchase Intention

Data source: SPSS data analysis summary

As presented in Table 4.5, the regression model demonstrates a significant improvement in explanatory power when brand experience dimensions are included. In Model 1, which considers only demographic factors (gender, age, and purchase frequency), the R-squared value is 0.008, indicating that these variables explain only 0.8% of the variance in purchase intention. The F-statistic ( $F = 1.167$ ,  $p = 0.322$ ) is not statistically significant, reinforcing that demographics alone do not meaningfully predict consumer purchase intention.

However, when brand experience dimensions are introduced in Model 2, the R-squared value increases to 0.362, meaning that 36.2% of the variance in purchase intention can be explained by the combined influence of sensory, emotional, behavioral, and relational experiences. The F-statistic ( $F = 56.136$ ,  $p < 0.001$ ) confirms that this improvement is highly significant. The Durbin-Watson statistic (1.876) suggests that there is no issue of autocorrelation, indicating the model's reliability. These findings reinforce the dominant role of brand experience over demographic factors in shaping consumer purchase intention, emphasizing the need for brands to focus on enhancing experiential engagement to drive consumer behavior.

These results confirm that the research hypotheses are all valid: H1, which proposes that sensory brand experience positively influences purchase intention, is supported; H2, which suggests that emotional brand experience positively influences purchase intention, is verified; H3, which states that behavioral brand experience positively influences purchase intention, is confirmed; and H4, which posits that relational brand experience positively influences purchase intention, is established.

## 4.2 Discussion

### 4.2.1 The Impact of Sensory Brand Experience on Purchase Intention

The findings of this study confirm that sensory brand experience positively influences purchase intention among new-generation consumers. When consumers

engage with a brand through visual, auditory, or tactile stimuli, they tend to form stronger brand associations, which can enhance their willingness to purchase. This aligns with Brakus et al. (2009), who emphasized that sensory engagement strengthens brand attachment and recall, making it an essential component of consumer decision-making. Similarly, Torabi et al. (2021) highlighted that a well-crafted sensory experience contributes to emotional connections and fosters brand loyalty.

However, the moderate impact of sensory experience in this study suggests that aesthetic and sensory appeal alone may not be a primary driver of purchase intention. This contrasts with studies like Shahid et al.'s (2022), which argue that sensory appeal plays a dominant role in product selection. A possible explanation is that new-generation consumers prioritize holistic brand engagement over standalone sensory elements, meaning that while sensory appeal enhances brand perception, it may require reinforcement from emotional and interactive experiences to significantly influence purchasing behavior.

#### **4.2.2 The Impact of Emotional Brand Experience on Purchase Intention**

Emotional brand experience emerged as one of the strongest predictors of purchase intention, reinforcing the idea that deep emotional connections with a brand significantly shape consumer decision-making. Brands that successfully evoke trust, nostalgia, excitement, or other emotional responses tend to foster stronger brand loyalty, which directly translates into a higher likelihood of purchase. These results align with Joshi & Garg (2021), who argued that emotionally engaging brands create deeper consumer connections, leading to increased purchase intention. Similarly, Mostafa & Kasamani (2021) emphasized that emotional resonance contributes to long-term brand attachment and repurchase behavior.

While emotional experience plays a crucial role, its effectiveness may vary based on authenticity and consumer expectations. Chai et al. (2022) suggested that in highly competitive markets, brands must ensure that emotional branding efforts are perceived as genuine and relevant to their audience. This raises an important consideration—brands must not only cultivate emotional engagement but also sustain it through consistent messaging and meaningful consumer interactions to avoid appearing superficial or overly commercialized.

#### **4.2.3 The Impact of Behavioral Brand Experience on Purchase Intention**

Behavioral brand experience also emerged as a highly influential factor, reinforcing the idea that active consumer participation strengthens purchase intention. Consumers who engage with a brand through product trials, social media interactions, and experiential events tend to develop a greater sense of connection and commitment, which ultimately influences their purchasing behavior. This finding is consistent with Zha et al. (2022), who found that interactive brand experiences encourage consumer engagement and foster brand advocacy.

However, unlike previous studies that suggest behavioral experience primarily reinforces brand perception rather than directly driving purchases (Bilal et al., 2024), this study highlights its direct and substantial impact on purchase intention. This discrepancy could be attributed to the rising influence of digital and social media platforms, where consumer interaction is no longer passive but actively shapes brand perception. It suggests that younger consumers increasingly view brand participation as an integral part of their purchasing decision-making process, making behavioral engagement a critical strategy for brands looking to enhance consumer loyalty.

#### **4.2.4 The Impact of Relational Brand Experience on Purchase Intention**

Relational brand experience was found to have a moderate but significant effect on purchase intention, indicating that while consumers value social identity and brand affiliation, these factors alone may not strongly drive purchasing decisions. This finding is consistent with Safeer et al. (2021), who argued that relational experiences primarily enhance long-term brand loyalty rather than immediate purchase intent.

However, the findings contrast with studies such as Bilal et al.'s (2024), which emphasize the dominant role of social influence in consumer decision-making. One possible explanation for this divergence is that relational brand experiences are most effective when they align with personal identity and peer validation, rather than functioning as standalone purchase motivators. This suggests that brands should integrate relational experiences with other brand dimensions-particularly emotional and behavioral engagement-to maximize their impact on consumer purchase intention.

In summary, this study reaffirms that all four dimensions of brand experience contribute positively to purchase intention, with emotional and behavioral experiences exhibiting the strongest effects, followed by sensory and relational experiences. These findings align with the SOR (Stimulus-Organism-Response) model, which highlights how multi-dimensional brand experiences shape consumer perceptions and drive purchasing behavior.

Compared to previous research, this study supports existing literature on the importance of emotional and behavioral engagement while also highlighting the relatively moderate impact of sensory and relational experiences in directly influencing purchase intention. Future studies should explore how these brand experience dimensions interact over time and how brands can refine their multi-dimensional engagement strategies to strengthen consumer-brand relationships and sustain long-term loyalty.

## Chapter 5 Conclusion and Recommendation

### 5.1 Conclusion

**Statement of the objectives:** This study aimed to explore how the four dimensions of brand experience: sensory experience, emotional experience, behavioral experience, and relational experience, affect the purchase intention of new generation consumers, particularly in the context of Changqing University Town. By analyzing how these brand experience dimensions influence consumer psychology and behavior, this study seeks to provide theoretical support and empirical evidence for brand management and marketing strategies.

**Summary of methodology:** A quantitative research approach was employed in this study, using a structured questionnaire to collect data from consumers familiar with the "A Shui Big Cup Tea" brand in Changqing University Town. A total of 450 questionnaires were distributed, and 413 valid responses were collected, resulting in a response rate of 91.8%. The data analysis involved descriptive statistics, correlation analysis, and regression analysis to assess the relationship between the dimensions of brand experience and purchase intention.

**Summary of the results:** The findings indicate that all four dimensions of brand experience: sensory experience, emotional experience, behavioral experience, and relational experience, positively influence purchase intention. Among these, emotional experience had the most significant impact, followed by behavioral experience. While sensory and relational experiences had a smaller impact, they still contributed to increasing purchase intention. These results suggest that by offering a multi-dimensional brand experience, brands can effectively enhance consumers' purchase motivation.

#### **Key findings:**

Emotional experience had the most significant impact on purchase intention. By fostering emotional connections with consumers, brands can strengthen loyalty and a sense of belonging, which in turn significantly boosts purchase intention.

Behavioral experience also played an important role, as active brand interaction and participation led to stronger brand identification, further increasing the likelihood of purchase.

Sensory experience had a relatively weaker impact on purchase intention, but it positively influenced consumers' brand perceptions and overall experience. When combined with emotional and behavioral experiences, it became more effective in driving purchasing decisions.

Relational experience had a moderate effect, but by establishing social connections and identity alignment with consumers, it enhanced brand appeal, contributing to long-term purchase intention.

Overall, the results of this study highlight that emotional and behavioral experiences are key factors in driving the purchase intention of the new generation of consumers. Brands should focus on enhancing these two dimensions while optimizing the interactions of sensory and relational experiences to foster increased brand loyalty and purchasing intention.

## **5.2 Recommendation**

1. Enhance the Multidimensional Brand Experience: To effectively engage the new generation of consumers, particularly students, brands should focus on enhancing the four dimensions of brand experience: sensory, emotional, behavioral, and relational. By creating an immersive brand experience that spans across these dimensions, brands can forge stronger connections with consumers. Emotional engagement, in particular, should be prioritized, as it has been shown to significantly influence purchase intention. Additionally, brands should cultivate opportunities for active consumer participation, thereby reinforcing brand loyalty and deepening the consumer-brand relationship.

2. Integrate the Brand More Closely with Student Life: It is essential for brands to integrate more seamlessly into the daily lives of students. This can be achieved through targeted campus events, social media campaigns, and other forms of interactive engagement. By embedding the brand into students' routines and social environments, brands not only increase their visibility but also create opportunities to resonate with the values and interests of this demographic. Such efforts will enhance brand recognition and drive stronger purchase intentions.

3. Promote Corporate Social Responsibility: Young consumers are increasingly drawn to brands that demonstrate a commitment to social responsibility. Therefore, brands should actively engage in initiatives related to environmental sustainability, social welfare, and community involvement. These efforts not only enhance the brand's social image but also resonate with the values of new generation consumers, leading to deeper brand affinity. Brands that align themselves with causes important to this demographic are more likely to foster consumer trust and loyalty.

4. Optimize the Shopping and Payment Experience: For the new generation consumers, convenience is paramount. Brands should ensure a smooth and integrated shopping experience across both online and offline channels. Providing multiple payment options, including mobile payment systems, and ensuring a seamless checkout process will enhance convenience and streamline the purchasing journey. These

improvements will likely increase consumer satisfaction and encourage repeat purchases, particularly among time-conscious young consumers.

5. Develop a Brand Loyalty Program: Establishing a brand loyalty program can play a crucial role in building long-term relationships with the new generation consumers. Through initiatives such as membership programs, student discounts, and campus-based engagement, brands can cultivate repeat purchases and foster deeper emotional connections. A well-executed loyalty program not only incentivizes continued patronage but also strengthens the sense of community around the brand, which is particularly appealing to younger, socially connected consumers.

### **5.3 Further Study**

Future research may expand on this study by exploring the influence of brand experience on various segments of new generation consumers beyond the scope of this study, which focuses on young consumers in Changqing University Town. It would be valuable to investigate how brand experience impacts other demographic groups, such as young professionals or consumers from different geographical regions, to see if the observed patterns hold true across a broader context. Furthermore, longitudinal studies should be conducted to understand how brand experiences influence purchase intention and consumer loyalty over an extended period, capturing the long-term effects of emotional and relational connections.

Additionally, as digital platforms continue to play a crucial role in shaping consumer behavior, future research should examine the impact of online brand experiences, such as those encountered on social media, websites, and mobile applications. These digital touchpoints may influence purchase intention differently than traditional in-person experiences, and exploring their role in the overall brand experience could provide valuable insights. Cross-cultural comparisons may also help to understand whether cultural factors moderate the relationship between brand experience and purchase intention, offering a more nuanced view of how global and regional differences affect consumer behavior.



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## Appendix

Dear Participant,

Thank you for taking part in this survey. This study aims to explore the impact of brand experience on the purchase intention of the new generation of consumers, particularly in the context of Changqing University Town. The survey is anonymous, and all data will be used solely for academic research purposes. Your personal information and responses will be kept strictly confidential. The questionnaire covers aspects such as sensory experience, emotional experience, behavioral experience, relational experience, consumer purchase intention, and brand loyalty. It is expected to take 5-10 minutes to complete.

Your honest thoughts and opinions are crucial to this research, so please answer based on your actual situation. We greatly appreciate your valuable time and participation in this survey. Wishing you a pleasant day.

YONGQI ZHOU

Part I: Demographic Characteristics (please tick the appropriate box)

1. What is your gender?

- A. Male
- B. Female

2. What is your age group?

- A. 18-25 years old
- B. 26-35 years old
- C. 36 years old and above

3. What is your monthly disposable income?

- A. Below 1,000 RMB
- B. 1,000-3,000 RMB
- C. 3,000-6,000 RMB
- D. 6,000-10,000 RMB
- E. Above 10,000 RMB

4. What is your highest level of education?

- A. High school or below
- B. Associate degree
- C. Bachelor's degree
- D. Master's degree or above

5. What is your occupation?

- A. Student

- B. Corporate employee
- C. Freelancer
- D. Government employee / Public institution staff
- E. Startup employee / Entrepreneur
- F. Other

6. Have you ever purchased A Shui Big Cup Tea (new-style tea beverage)?

- A. Yes
- B. No

7. How often do you purchase new-style tea beverages?

- A. At least once a week
- B. 1-3 times per month
- C. Once per quarter
- D. Rarely or never

#### Part II: Likert Level 5 Scale

Please choose the option that you think most agree with according to the actual situation. (1=very dissatisfied, 2=somewhat dissatisfied, 3=basically satisfied, 4=somewhat satisfied, 5=very satisfied)

Table A-1 Sensory Experience Scale

Digital Resources (DR)	1	2	3	4	5
SE1: The taste of this brand's tea beverages is pleasant.					
SE2: The visual design of this brand's tea beverages has a certain aesthetic value.					
SE3: The shopping environment of this brand enhances my desire to make a purchase.					

Table A-2 Emotional Experience Scale

Digital Resources (DR)	1	2	3	4	5
FE1: Drinking this brand's tea beverages helps me feel relaxed both physically and mentally.					
FE2: Some of this brand's marketing activities are creative and make me feel entertained.					
FE3: Drinking this brand's tea beverages brings me joy.					

Table A-3 Behavioral Experience Scale

Digital Resources (DR)	1	2	3	4	5
AE1: I am willing to try new products launched by this brand.					
AE2: This brand's tea beverages are suitable for social occasions and presentable.					

Table A-4 Relational Experience Scale

Digital Resources (DR)	1	2	3	4	5
RE1: My consumption of this brand's tea beverages is largely influenced by people around me.					
RE2: Drinking this brand's tea beverages aligns with my personal identity.					
RE3: Consuming this brand's tea beverages reflects my values.					

Table A-5 Purchase Intention Scale

Digital Resources (DR)	1	2	3	4	5
PI1: I would recommend this brand's tea beverages to my friends or family.					
PI 2: I would consider choosing this brand the next time I buy tea beverages.					
PI 3: I frequently consume this brand's tea beverages.					
PI 4: I will continue to follow updates about this brand.					

