



**A STUDY OF THE INFLUENCE OF CONTEXTUAL
MARKETING CHARACTERISTICS OF OUTDOOR
ADVERTISING ON CONSUMER PURCHASE INTENTION:
A CASE OF PLAN B MEDIA**

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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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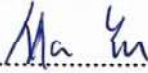
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Title: A Study of the Influence of Contextual Marketing Characteristics of Outdoor Advertising on Consumer Purchase Intention: A Case of Plan B Media

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ABSTRACT

With the rapid advancement of media technology, outdoor advertising has evolved from static presentations to immersive and interactive scene-based marketing. This study explored the influence of contextual marketing characteristics of outdoor advertising on consumer purchase intention, using Plan B Media as a case study. Anchored in the Stimulus-Organism-Response (SOR) theoretical framework, the research investigated how precision, interactivity, and immersive experience affect consumers' cognition, emotion, and perceived value, ultimately influencing their intention to purchase.

The main objectives of this research were to analyze the direct effects of contextual marketing characteristics on purchase intention and to examine the mediating roles of cognition, emotion, and perceived value. A quantitative research method was adopted, and data were collected via structured questionnaires distributed both online and offline. The target population comprised individuals who have been exposed to or experienced outdoor advertising scenarios such as themed subway trains, interactive street billboards, and VR installations, particularly those implemented by Plan B Media.

This study used quantitative research methods. A total of 398 valid responses were obtained and analyzed using SPSS and AMOS for reliability, validity, correlation, and path analysis. The findings reveal that precision, interactivity, and immersive experience significantly and positively affect consumer purchase intention. Furthermore, cognition, emotion, and perceived value serve as significant mediating variables, with perceived value having the strongest indirect effect. The results highlight the critical role of immersive and interactive scene-based advertising in stimulating consumer responses.

Keywords: outdoor advertising, contextual marketing, purchase intention, Plan B Media, consumer behavior, SOR theory



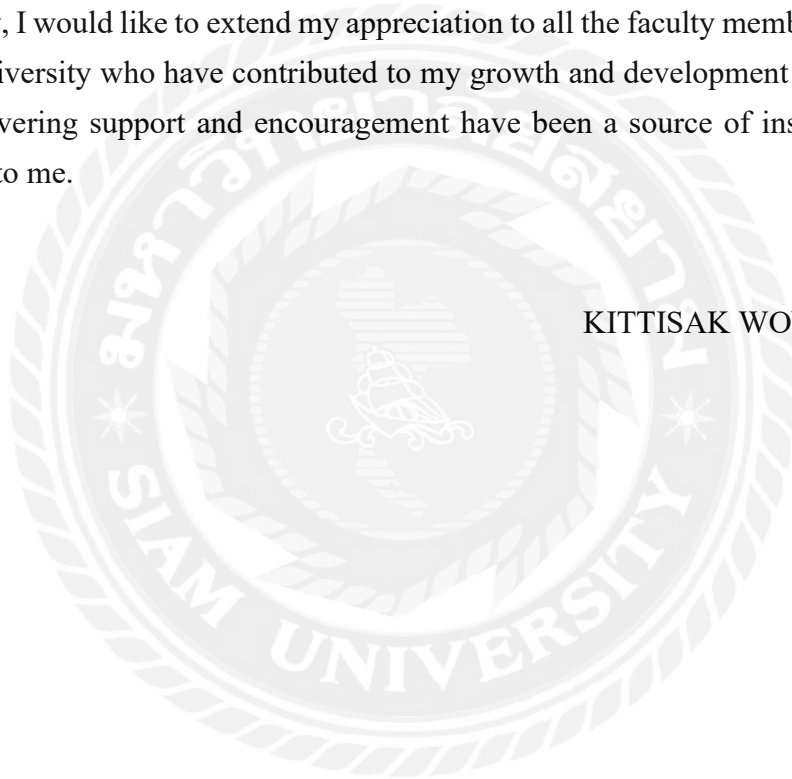
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KITTISAK WONGVITSUD



DECLARATION

I, KITTISAK WONGVITSUD, hereby declare that this Independent Study entitled “A Study of the Influence of Contextual Marketing Characteristics of Outdoor Advertising on Consumer Purchase Intention: A Case of Plan B Media” is an original work and has never been submitted to any academic institution for a degree.

(KITTISAK WONGVITSUD)

Apr 20, 2025



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Chapter 1 Introduction

1.1 Background of the Study

In an era where consumers are constantly exposed to an overwhelming volume of advertising content across multiple platforms, traditional advertising models—particularly in outdoor spaces—are losing their impact. The rise of media fragmentation, short attention spans, and demand for personalization has posed a significant challenge for advertisers (Belk, 2013; De Pelsmacker et al., 2018). In response to this, contextual marketing has emerged as a strategy that integrates advertising messages with real-life contexts to enhance emotional resonance, relevance, and consumer experience.

Outdoor advertising, long valued for its visibility and reach, is now undergoing a paradigm shift from static, passive communication to dynamic, scenario-based engagement. Scene-based advertising—where campaigns are embedded in specific times, spaces, and consumer environments—has been shown to generate stronger attention, memory retention, and behavioral responses (Zhang et al., 2020). Marketing scholars emphasize that creating emotionally resonant scenes increases the likelihood of message internalization and consumer action (Russell & Belk, 2015).

In Thailand, this transformation is particularly evident in the operations of Plan B Media, one of the country's leading outdoor advertising providers. With a network spanning transit systems, sports sponsorships, billboards, and large-format digital screens, Plan B Media has played a pivotal role in shaping how Thai consumers interact with outdoor advertising (Plan B Media, 2023). However, as advertising effectiveness becomes increasingly dependent on delivering immersive, emotionally engaging, and consumer-relevant experiences, Plan B Media faces growing pressure to evaluate and refine its strategic approach.

Despite the industry's enthusiasm for contextual strategies, there remains a lack of empirical research on how such approaches actually influence consumer behavior, particularly purchase intention, in the Thai outdoor advertising context. Most existing studies focus on digital marketing or in-store retail environments, with limited attention paid to OOH platforms in emerging markets (Zhou & Wang, 2017). Therefore, this research addresses a timely and relevant gap by examining how contextual features in outdoor advertising affect Thai consumers' responses, using Plan B Media as a case study.

Understanding this relationship is not only crucial for Plan B Media to optimize its marketing investments and better serve its clients, but also contributes to broader academic discourse on contextual marketing and consumer decision-making. By

exploring the effectiveness of context-driven advertising strategies, this study offers both theoretical advancements and actionable recommendations for outdoor advertising firms striving to remain relevant in a media-saturated society.

1.2 Questions of the Study

1.How do contextual marketing characteristics of outdoor advertising affect consumers' purchase intention?

2.How do contextual marketing characteristics of outdoor advertising affect consumers' cognition?

3.How do contextual marketing characteristics of outdoor advertising affect consumers' emotion?

4.How do contextual marketing characteristics of outdoor advertising affect consumers' perceived value?

5.How does consumers' cognition of outdoor advertising products affect their purchase intention?

6.How does consumers' emotion affect their purchase intention?

7.How does consumers' perceived value of outdoor advertising products affect their purchase intention?

8.How do cognition, emotion, and perceived value mediate the relationship between contextual marketing characteristics of outdoor advertising and consumers' purchase intention?

1.3 Objectives of the Study

1.To examine the effect of contextual marketing characteristics of outdoor advertising on consumers' purchase intention.

2.To examine the effect of contextual marketing characteristics of outdoor advertising on consumers' cognition.

3.To examine the effect of contextual marketing characteristics of outdoor advertising on consumers' emotion.

4.To examine the effect of contextual marketing characteristics of outdoor advertising on consumers' perceived value.

5.To examine the effect of consumers' cognition of outdoor advertising products on their purchase intention.

6.To examine the effect of consumers' emotion on their purchase intention.

7.To examine the effect of consumers' perceived value of outdoor advertising products on their purchase intention.

8.To explore the mediating roles of consumers' cognition, emotion, and perceived value in the relationship between contextual marketing characteristics and purchase intention for outdoor advertising.

1.4 Scope of the Study

This study focused on exploring the influence of contextual marketing characteristics of outdoor advertising on Thai consumers' purchase intention, using Plan B Media as the case study. The main contextual marketing characteristics considered in this research included precision, interactivity, and immersive experience. The study further investigated how these characteristics influence consumers' internal psychological responses, namely, cognition, emotion, and perceived value, and how these factors, in turn, affect their purchase intention. The study also examined the mediating role of these internal variables to better understand the psychological mechanisms underlying the effectiveness of contextual outdoor advertising. This study used a quantitative research method. A total of 398 valid responses were obtained.

1.5 Significance of the Study

(1) Theoretical Significance

This study provides empirical evidence for research on the characteristics of contextual marketing in outdoor advertising. Most prior research related to outdoor contextual advertising focuses on case studies and marketing practices, primarily on how contextual scenes attract deep user immersion, making them an effective marketing method. However, there is a lack of empirical research on how contextual marketing characteristics influence consumer behavior in outdoor advertising. Therefore, this study fills that gap by exploring how companies can implement contextual marketing strategies in outdoor advertising to enhance their marketing effectiveness.

(2) Practical Significance

This study focuses on the characteristics of contextual marketing in outdoor advertising. Using Plan B Media, Thailand's leading outdoor advertising company, as an example, this study has practical significance in offering localized strategic insight. Plan B Media has implemented various contextual marketing strategies, such as metro train theme takeovers, interactive outdoor ads, and VR immersive ads. These rich scenes allow for greater user interaction and emotional connection.

1.6 Definition of Key Terms

Precision refers to the ability of outdoor advertising to accurately target specific consumer groups, closely aligning with their needs and delivering advertising scenes and product information that meet those needs.

Interactivity refers to the active interaction and mutual influence that occurs between consumers and the advertising scene itself, as well as among different audiences, during their exposure to or experience of the outdoor advertising scene.

Immersive experience refers to the multi-dimensional experience consumers gain through vivid and realistic advertising scenes, which enable them to engage deeply with the product and the environment.

Outdoor advertising refers to advertising media placed in public outdoor spaces, with the core purpose of delivering promotional messages. These advertisements may target fixed audience segments or reach broader, mobile public groups.

Cognition refers to the consumer's understanding of outdoor advertising and its contextual marketing scenes, including the degree of familiarity with the products displayed or services promoted within those scenes.

Emotion refers to the positive emotional responses, such as joy, excitement, and delight, that consumers feel when they are exposed to or engaged with outdoor advertising scenes.

Perceived value refers to the value consumers derive from outdoor advertising when they assess the perceived quality and usefulness of the product or service presented. This value is formed through a comparison between the perceived benefits and the costs they have paid or expect to pay (e.g., money, time). The greater the positive outcome, the higher the perceived value.

Purchase intention refers to the likelihood that a consumer will choose to buy a product after gaining a certain level of understanding about the product or the company, based on both internal and external factors. It is considered an important indicator for predicting consumer behavior.

Chapter 2 Literature Review

2.1 Contextual Marketing

The advent of the internet age has led to technological innovations in media, providing contextual marketing with new connotations. Traditional marketing methods like promotions and price reductions have gradually lost appeal to consumers, while creating marketing contexts to provide consumers with better experiences has increasingly become a recommended marketing method. Kenny and Marshall (2000) first proposed the concept of contextual marketing. The emergence of new technology allows enterprises to reach consumers at any time while enabling consumers to obtain information from various scenarios such as shopping malls and stations. Enterprises utilize the internet and marketing to prompt consumers to receive timely information on the client side. Research perspectives among domestic and international scholars differ, leading to different definitions of contextual marketing. Based on the environmental-interaction perspective, Logman (2008) argued contextual marketing is an effective strategy for enterprises to continuously adapt to business environments. From a technical perspective, Chihani et al. (2011) define contextual marketing as a process of stimulating users' perceptions and promoting communication through contextual information, supported by technologies such as internet and mobile software. Luo (2015) defined contextual marketing as the use of big data methods to predict and proactively trigger user perceptions and reactions based on individual user information and needs, thus promoting precise marketing through suitable contexts. Domestic scholars have also explored the concept of contextual marketing. Li and Liu (2016) point out that contextual marketing is essentially advertisers' continuous stimulation of consumer scenarios through various forms based on physical environmental adaptability. Yu (2019) summarized domestic and foreign contributions to contextual marketing, defining it as precise differentiation of contexts, online-offline connection, and targeted communication based on consumers' location, time, and context. Wang et al. (2021) suggest contextual marketing is oriented toward target groups, manifested through precise user data collection to accurately meet user needs and habits, thereby achieving expected satisfaction.

The core of contextual marketing lies in context building, which allows consumers to progressively generate positive experiences, providing deep immersive experience. Meanwhile, context building involves creative elements and diverse technologies to give consumers optimal experiences, thereby shaping product reputation and paving the way for subsequent consumption. Based on Luo's experiential perspective, this study

defines contextual marketing as a new marketing model in mobile internet environments: accurately collecting target user information and needs, building appropriate online and offline contexts based on users' location, time, and situations for precision marketing, enabling target users to experience products or services within contexts, and ultimately achieving enterprises' marketing objectives.

2.2 Contextual Marketing Characteristics

As a new marketing model, contextual marketing exhibits various characteristics with different marketing effects. After reviewing relevant literature, the main characteristics of contextual marketing are summarized as follows. Parasuraman and Grewal (2000) believed contextual marketing features interactivity, entertainment, and value creation. Interactivity embodies positive emotional connections, allowing enterprises to obtain benefits while providing entertainment and pleasure, enhancing consumers' experience and interest. Entertainment enhances positive emotional engagement such as pleasure and excitement. Xu (2016) proposed that the experiential value of contextual marketing lies in active interactions with consumers, realizing value creation and emotional pleasure. Gao and Lv (2016) stated contextual marketing employs algorithms to achieve a high match between contexts and target user needs, significantly enhancing brand interactions. Zhang (2016) argued that the depth of brand marketing in contextual marketing depends on multidimensional indices of interaction strength, frequency, and effectiveness. Xie and Lin (2016) studied the information trust mechanism in contextual marketing, emphasizing the matching of emotional and informational contexts, where emotional matching refers to subjects achieving relationships through mobile contexts, and informational matching implies context having targeted, efficient, and accurate characteristics. Li and Liu (2016) argued that advertisement innovation based on contextual perspectives builds mobile strategies and big-data-based contexts, not only enhancing interactions but also enabling precision marketing to realize actual contexts. Ding (2017) believed mobile-internet-based contextual marketing provides deep immersive experience for consumers, offering personalized solutions to individual needs. Feng (2017) highlighted "internet + contextual marketing" as high-tech, consumer-centric, and adaptable to data circumstances. Rao (2018) summarized contextual marketing applications in the tourism industry, advocating genuine emotional contexts through technical empowerment, with information matching as a key criterion. Liu (2018) discovered contextual marketing in social media possesses features such as information readability, breaking media limits, and new audience visibility. Yu (2019) summarized contextual

marketing characteristics as scenario virtualization, mobility, personalization, intelligence, and matching. Zhang and Wen (2020) believed that companies can conduct contextual marketing through scenario segmentation, matching, and experiences. Scenario segmentation refers to precise online-offline communication and crowds; scenario matching concerns the form, consumer group, and marketing content; and scenario experience uses mobile devices and virtual reality technology for immersive interactions. Zhao et al. (2021) point out from "social marketing" perspectives, contextual marketing emphasizes content accuracy, marketing plan personalization, creativity in marketing methods, and diversity in techniques. Wang et al. (2021) highlighted interaction, sociality, precision, and adaptability in contextual marketing from business models.

Based on synthesizing these characteristics, highlights three features: precision, interactivity, and emotional experience, which are further studied regarding their influence on purchase intention.

(1) Precision

Tang and Peppers (1993) interpreted "precision" from four perspectives: customization, personalization, targeting, and matching. Subsequently, Kotler (2005) proposed that precision in marketing should start from user demand and promote marketing activities purposefully, considering the differentiated needs of target groups. In the context of contextual marketing, precision plays an equally important role, and scholars have further expanded on its meaning in this specific area. Chen (2018) regarded precision as one of the development trends of contextual marketing, defining it as accurately matching consumers' needs. Yu (2019) believed that precision refers to rapidly attracting consumers' attention through product information provided by contexts, thereby reducing costs for users searching for products, and personalization can improve consumer loyalty and information trustworthiness. Zhang and Wen (2020) defined precision from a technological development perspective as providing personalized and immersive experiences according to users' image for precise marketing. Lin (2020) pointed out that precision in contextual marketing involves classifying target populations and context construction, matching target populations with specific contexts, and then using big data predictions and human feedback to achieve truly precise promotion. Therefore, this study aligns with these views and emphasizes personalization and matching as essential characteristics of contextual marketing. Given the particular application of outdoor advertising, this study adopts the definition proposed: outdoor advertising can precisely locate target users, align with

consumer demands, and thus provide appropriate contextual advertising scenarios and product information (Chen, 2018).

(2) Interactivity

Heeter (1989) defined interactivity as computer-mediated communication. Due to differences among researchers' fields, their interpretations of interactivity vary. Cho et al. (1997) classified interactivity according to the interaction objects among users. Rafaeli and Sudweeks (1997) defined interactivity as communication behaviors occurring through websites. Cho (1999) defined the interactivity of advertising as consumers clearly understanding advertising product information and the depth of immersive experience in interactive processes. Ko et al. (2005) defined interactivity as positive interactions between advertising recipients and other consumers. Tan and Yang (2017) proposed that online interaction is the key to contextual marketing, defining it as direct communication between consumers and advertisers. Interaction in contextual marketing includes interactions between advertisers and contexts and communication with other audiences. Various forms of interactions enable consumers to transmit information and brand ideas, thus obtaining real-time feedback. This study adopts the definition: consumers actively interact with contexts, other advertising recipients, and contexts themselves when experiencing and participating in advertising (Ko et al., 2005).

(3) Immersive Experience

The concept of immersive experience derives from the "immersive experience" proposed by Marvin (1980). Marvin defined immersive experience as the physical immersive experience produced by an unreachable "physical field," whose implementation depends on modern human-machine interaction systems. Durlach (1991) described immersive experience as a real sense of the human body's interaction with environments. Ijsselstein et al. (2000) viewed immersive experience from a psychological perspective as encompassing both spatial (physical environment) and social (social field) immersive experience, with spatial immersive experience referring to the sense of being physically present. Jahng et al. (2001) defined immersive experience as a consumer's perception of products through media. Lee (2004) described immersive experience as perceptual immersive experience, crucial for consumers' understanding and acceptance of products. Immersive experience has been widely used in virtual reality technology. Advertising contexts often use technologies such as VR, naked-eye 3D, and panoramic video to provide immersive experiences. Audiences can gain the expected sense of reality in these immersive experiences, which highlights the importance of immersive experience. This study adopts the definition: outdoor

advertising uses media to create simulated scenarios for consumers, allowing them to have multidimensional perceptions of products and contexts through lifelike experiences (Jahng et al. 2001).

2.3 Out of Home Media

The use of media advertising has become wider and increasing its significance in the business world. Media landscape industry including Out of Home (OOH) Media is also changing very fast and evolving from the past. In the business term, media is defined as one of the most essential parts of the organization's marketing plan in order to be the medium between the brand creators and the recipients. Out of Home (OOH) Media is one of the alternative options for the business owner sending the messages to their targets while they are outside their residences. According to the Outdoor Advertising Association of America (OAAA), Today's Out of Home (OOH) Media is a uniquely medium with a dynamic mix of billboards, digital displays, transit, street furniture, cinema and place-based media that surround and immerse consumers during the 70% of the day they spend away from home (Outdoor Advertising Association of America, 2013). It is a traditional form of offline outdoor advertising. Out of Home (OOH) Media has the potential to reach, drive and make the target audiences to engage with brands based on location as there are a variety of out of home advertising platforms which reach a significant proportion of those people spending time out of their homes.

The first known billboard was invented in Ancient Egypt era using oil and water printing and gradually increased more popularity used in the high traffic areas. Over the time, the industry has expanded to a variety of outdoor advertising platforms. As a result, the term 'Out of Home advertising' has become widely used since the advertising spots are now available in newer locations such as transit advertisement (Operators, 2015). This leads to the increasing of an alternative OOH Media market. Out of Home advertising is defined as the oldest media existence and evolved to the new markets, technologies and new opportunities over the time (Outdoor Advertising Association of America, 2013).

Due to the age of digital transformation, there is a diversity of media landscape using advertising. There are the three major platforms of OOH advertising that can reach OOH audiences in different environments (Waldt, 2014).

2.3.1 Billboard Advertising

The first common form of outdoor advertising falls into billboard advertising. People are usually familiar with this type of advertisement the most due to the fact that those billboards are being placed in not only high traffic areas but also suburban areas

or less-traveled roads. This enables some drivers to notice the advertisement easily especially during the traffic congestion. According to Plan B's summary regions 2020, there are 18,949,251 eyeballs seeing billboard average per one month in Din Daeng - Klong Toey highway which is defined as one of the most traffic areas in Bangkok. This statistic indicates that billboard advertising has a high impact on people's interests effectively.

2.3.2 Street Furniture

Street furniture advertisement covers not only buses or benches but also the bus shelters, newsracks or telephone kiosks. This type of OOH advertising is flexible and innovative as it displays in great locations such as next to the shopping center. Furthermore, street furniture advertising media has the ability to reach the pedestrians and shoppers in retail-and-leisure environments (Waldt, 2014). The outdoor products also provide the last reminder for the customers before the decision-making process owing to the location which could be selected to place near point-of-purchase (Dave et al., 2011). This could help increase brand recognition and brand awareness.

2.3.3 Transit

Transit advertising media refers to the source of promoting products, services or ideas placed inside or on the vehicles such as bus, airport terminal or train (Jayashree, 2015). Customers on-the-go and those who use public transportation regularly could be captivated by this media product the most. Moreover, the customer segmentation is targeted directly, such as airport media. The use of airport media can capture the potential customers due to the fact that most of the passengers in the airport have a high purchasing power, working professional and well educated. As a result, transit advertising reaches a variety of characteristics of people as it is placed in varied demographics (Mackenzie et al., 2017).

Advertising is a form of persuasion that an organization uses for motivating people to buy their products which is mostly done by a mass medium. Out of Home advertising is one of the mass medium that the products' owner uses as a tool to communicate to consumers. Even with the ongoing move to the digital era, Out of Home (OOH) advertising continues to position itself to yield strong on investment (Hobbs, 2019). At present, OOH media play a vital role for the marketers to optimize and plan campaigns driving store traffic and capturing attention. Out of Home advertising has the ability to be in close and direct proximity to point of sale in the particular areas such as nearby the supermarkets or at the airports. As a result, the billboards or other OOH advertising would be perceived in a high volume while drivers stuck on the traffic congestion. These audiences would have time to consume OOH media during the traffic. In addition,

OOH advertising offers unique and impactful messages to the consumers due to the flexibility of brand building campaigns through the advertising. These dialogues about the brand would be easier to be reached by the consumers as they become increasingly engaged in public spaces. OOH advertising would provide quick and concise information to captivate individuals' attention and persuade the rapid purchase decisions (Outdoor Advertising Association of America, 2018). With the integration of technology, more opportunities would be provided for the companies delivering powerful messages to their target groups. According to Plan B Media Public Company Limited, one of the biggest OOH media companies in Thailand, there are 471 digital screens in Thailand. Each of the screen can typically feature multiple ads and are able to modify the advertisement in real time which will be cost-saving for the media buyers if they require to change the advertising. As a result, information would be fresh since the DOOH brings the flexibility to the advertisers (Roy, 2019). Regardless of the appeal of doing everything online, people still get in cars, buses, or trains every day. For those who use public transportation, they spend time waiting on the platforms and walking. All throughout these activities, they consume OOH advertising (Hobbs, 2019).

Due to the fact that digitalization is increasing popularity among Out Of Home advertising both in Thailand and overseas, the use of Out Of Home media as the medium communicating between brands and customers becomes more popular nowadays. As evidenced by the sector update of Thailand industry focus of Krungsri securities financial group in 2019, it was revealed that the Out of Home media industry over the past eight years from 2007 to 2018 had risen and still has the room to grow. Furthermore, the social structure was shifted. People spend less time at home which provokes many business owners invest more on Out of Home advertising (Navawatana, 2019). This implies obviously that the Out of Home media industry will benefit from this structural change in Thailand. Moreover, Out of Home advertising including Digital Out of Home media becomes a priority choice for advertisers who are eager to seek an effective substitution from TV commercials (Navawatana, 2019). Moreover, Out of Home platforms match with people's lifestyle and consumers' journey well such as the digital screens which are the combination of multimedia technology and in-mall screens that are perfectly fit with Thai shoppers. Also, the rural areas in Thailand, Out of Home advertising is growing rapidly in 77 provinces nationwide especially the top cities such as Chiangmai and Phuket which could create the engagement.

2.4 Cognition-Emotion-Perceived Value

Holbrook (1986), from the perspective of consumer experience, proposed the CEV (Cognition-Emotion-Value) model, suggesting that enterprises can stimulate consumers' cognitive, emotional, and perceived value through excellent products and shopping environments. By satisfying consumers' emotional needs, businesses assist them in understanding and grasping product information, thereby stimulating purchase intention (Holbrook, 1986). Fiore (2002), based on the Stimulus-Organism-Response (SOR) theory, constructed a mechanism explaining how external environments influence consumers' purchase intentions. Fiore argues that increasingly enriched marketing contexts and improved living standards compel consumers to focus more on experiential environments. By demonstrating that introducing the CEV model as an intermediary variable into the SOR model can comprehensively explain the impact of external stimuli on consumer intentions and behaviors.

Thus, this study employs Fiore's theoretical framework based on the SOR model, introducing the CEV model from an experiential perspective as an intermediary variable to explore the impact mechanism of outdoor advertising contextual marketing characteristics on consumers' purchase intentions. The CEV model includes three dimensions: cognition, emotion, and perceived value, each elaborated as follows.

(1) Cognition

Cognition is a crucial psychological component in consumer decision-making, helping to deeply understand how consumer behaviors are generated. Consumers' cognition of products is both a simple understanding and a complex cognitive process involving the association formed after multiple experiences with products or services. Imagery cognition refers to imagery-based cognition that evokes pleasure (Bone & Ellen, 1992; Peracchio & Meyers-Levy, 1997). Aaker (1997) defined cognition as consumers' memory and familiarity with product-related information. Keller (2001) expanded on brand cognition, encompassing not only consumer memory of brand names but also knowledge of brands' public value perceptions and personalities. Yang et al. (2010) proposed that consumers with higher brand cognition have positive attitudes toward brands, influencing their brand selection in purchasing. Outdoor advertisements, similar to general products, also possess brand cognition characteristics. Outdoor constructed contexts can implicitly deliver brand value, relying on visual scenarios and potential subconscious acceptance to establish brand image and realize resonance among brands, contexts, and consumers. When consumers have active cognition of products, it contributes positively to brand associations and strengthens sharing behaviors. This study adopts the definition of cognition from Aaker and Keller:

consumer cognition refers to consumers' understanding of outdoor advertisements and marketing contexts, including familiarity with products or services and related information presented by advertisements.

(2) Emotion

Russell (1979) studied the connotation of emotion, stating that it can be interpreted as pleasure and arousal. Pleasure refers to the happiness generated during product experiences, encouraging consumers to experience more actively; arousal denotes excitement triggered during experiences. Holbrook (1986) considered emotions as instantaneous feelings or ongoing personal states of emotional immersive experience. Scholars define emotion differently based on their research perspectives. Kakkar & Lutz (1981) found that specific external environments affect individual psychological behaviors. Clark (1982) suggested individual emotions range from strong excitement to passion levels. Although definitions vary, consensus is that emotions arise from external stimuli, differing from stable emotions in daily life due to their brevity and intensity. This study draws on Russell's research to define emotion as consumers' direct internal emotional responses, including pleasure and arousal, generated when exposed to outdoor advertising contexts.

(3) Perceived Value

Perceived value refers to consumers' overall assessment of products or services based on perceived benefits and costs after contact. Zeithaml (1988) defined perceived value as a comprehensive perception from benefits, profits, expenditures, and cash outlays, emphasizing overall benefits rather than price alone. Dodds et al., (1991) saw perceived value as consumers' evaluation of the balance between gains and payments. Woodruff (1997) suggested consumers' perceived value depends on functional outcomes and use results, leading to emotional biases and positive evaluations of products. Currently, scholars have varying definitions, but most adhere to the viewpoint that perceived value is the balance between perceived gains and losses. Hence, this study adopts the prevalent scholarly viewpoint, defining perceived value as consumers' comprehensive evaluation after viewing outdoor advertisements, experiential contexts, and perceived quality and usefulness of products or services. The higher the positive returns relative to invested cost, time, and effort, the greater the perceived value.

2.5 Purchase Intention

Schiffman et al. (1991) defined consumer behavior as a series of actions taken by consumers to purchase, use, and evaluate products or services offered in the market. Blackwell et al. (2001) considered consumer behavior as the complete process from

identifying a need to post-purchase experiences and feedback. Purchase intention reflects consumers' informational evaluation before making purchase decisions, explaining how likely consumers are to make an actual purchase, forming a critical link in consumer behavior. Scholars generally measure purchase intention by examining the probability that consumers will undertake buying actions. It is believed that purchase intention is influenced by psychological, attitudinal, and external environmental factors.

Fishbein and Ajzen (1975) described purchase intention as encompassing consumer attitudes and evaluations of products, as crucial factors influencing actual consumer behavior. Mullet & Karson (1985) discovered through research that besides personal factors, purchase intention is also generated in response to external stimuli. By analyzing consumers' expressed preferences during the consumption decision-making process, one can effectively predict if consumers will ultimately make a purchase or recommend a product. Zeithaml et al. (1988) found purchase intention can be positive or negative. When consumers actively seek to understand products or consult salespeople about product prices or quality, their purchase intentions are stronger, benefiting enterprises. Conversely, negative purchase intentions will reduce purchase frequency and willingness to buy. Dodds et al. (1991) considered purchase intention as the likelihood or possibility of consumers being willing to buy, reflecting a planned action. This study utilizes Dodds et al.'s widely accepted definition: purchase intention refers to the possibility or probability that consumers will purchase a particular product or service after gaining certain understanding. Combined with individual internal and external factors, this probability is considered a reliable indicator for predicting consumer behavior.

2.6 Stimulus-Organism-Response Theory

The Stimulus-Organism-Response (SOR) theory consists of three components: Stimulus, Organism, and Response. Initially proposed by Mehrabian and Russell (1974), this model is widely applied to explore how external stimuli influence consumer behavior and decision-making. According to this model, various stimuli in physical environments cause individuals to produce approach or avoidance responses. Approach behavior refers to consumers' positive actions toward stimuli, such as actively choosing to buy products in the purchasing process (Babin & Attaway, 2000). Mehrabian and Russell identified external stimuli, organism states, and individual responses as the fixed components of the SOR theory. Among them, the organism state acts as a mediator connecting external stimuli and individual responses. Within marketing

contexts, external stimuli initially affect consumer organism states and subsequently influence consumer behaviors.

Donovan et al. (1982) first introduced the SOR model into retail scenarios, exploring how consumers' feelings changed under retail environment stimuli to understand the influence of shopping contexts on consumer purchasing behaviors. Turley and Milliman (2000) identified consumer emotion and cognition in the SOR model as organism states, examining how environmental characteristics influence purchase intentions and behavior. They investigated changes in consumer emotional states (positive and negative) within retail environments. Eroglu et al. (2003) constructed an online retail consumer behavior impact model based on the SOR theory, explaining the impact of online shopping experiences on consumers' intentions. Chang and Su (2008) applied SOR theory to establish a research model including external stimuli (product brands), organism states (perceived risk and value), and consumer responses (purchase intentions), finding significant direct or indirect relationships among these variables. Some domestic scholars have utilized SOR theory in consumer behavior research. Li (2020) studied Malaysian consumers based on the SOR theory, discovering how consumer value co-creation is influenced by new retail characteristics. The SOR theory model has been widely validated in consumer behavior research, confirming the extensive applicability of the model. Stimuli in marketing environments impact consumers in various fields, including product features, combined promotional methods, marketing contexts, etc. The organism state refers to consumers' internal psychological states, such as knowledge of products, purchasing pleasure, and positive emotions. Consumer behaviors resulting from interactions between external stimuli and organism states include purchase intention, purchase decision-making, and other behavioral responses.

According to the SOR theory, marketing environments and marketing characteristics, as crucial external stimuli, significantly influence consumer behaviors. Thus, this study employs the SOR theory framework to link contextual marketing characteristics with consumer purchase intentions, using the CEV model as the organism component to explore how outdoor advertising contextual marketing characteristics impact consumer purchase intentions.

2.7 Theory of Scenes

The term "scene," originally borrowed from photography, refers to specific behaviors or social relationships occurring at a particular place and time. Goffman (1959) initially introduced the concept of scenes into communication studies,

interpreting them as stages where individuals perform and express themselves in preferred ways, portraying idealized images, and conveying messages and appeals. This classical interpretation is widely recognized.

Subsequently, Meyrowitz (1985), influenced by characteristics of his era, provided a renewed interpretation of scenes: electronic media disrupt the boundaries between individuals, blending private and public domains. The rise of the internet has significantly reduced interpersonal distances, causing scenes to extend beyond their physical meanings, allowing individuals to experience distant scenarios in closer proximity. Robert and Israel (2014) further explained scenes within mobile internet contexts from a technological viewpoint, highlighting the role of big data applications and other critical elements. Consequently, scenes now transcend their original physical concept, crossing spatial boundaries and incorporating comprehensive social, relational, and personalized consumer factors.

Domestic research on the theory of scenes remains relatively scarce, primarily introducing and summarizing foreign theoretical perspectives. Peng (2015) argued that a theory of scenes adapts to the core objectives of mobile media services, particularly emphasizing group adaptability and personalization. Shao (2015) developed a content framework and marketing strategy based on Meyrowitz's theory, outlining five dimensions: advertisers, consumers, big data, feedback, and scene construction. Yan (2016) suggested that online live broadcasting in specific scenes utilizes the psychological needs and habitual behaviors of target users, achieving personalized content dissemination and integrating multiple media forms to enhance interaction.

The integration of mobile smart devices with mobile internet has broadened the marketing application of a theory of scenes. The combined utilization of technology and scenes has become essential for contextual marketing development. Given that media and market environments are volatile and consumer preferences shift rapidly, traditional marketing approaches face growing challenges. Methods such as traditional broadcast advertising struggle to establish lasting brand impressions.

Contextual marketing, as an innovative marketing method derived from a theory of scenes, effectively gains consumer acceptance for outdoor advertisements. A theory of scenes emphasizes that marketing activities should gather fundamental consumer information and deeply understand consumer preferences. This understanding enables the customized promotion of personalized products and scene-based experiences, considering specific spatial and social relationships. Such scene constructions foster high interactivity and emotional resonance. Consequently, this study derives the characteristics of contextual marketing based on the connotations of a theory of scenes.

2.8 Conceptual Framework

This research is based on the SOR theory to explore the influence mechanism of contextual marketing characteristics of outdoor advertising on consumers' purchase intention. Specifically, it investigates how contextual marketing characteristics affect consumers' purchase intention, explores the mediating roles of consumers' cognition, emotion, perceived value, and develops hypotheses according to the relationships among variables. The theoretical model constructed for this research is illustrated in Figure 2.1.

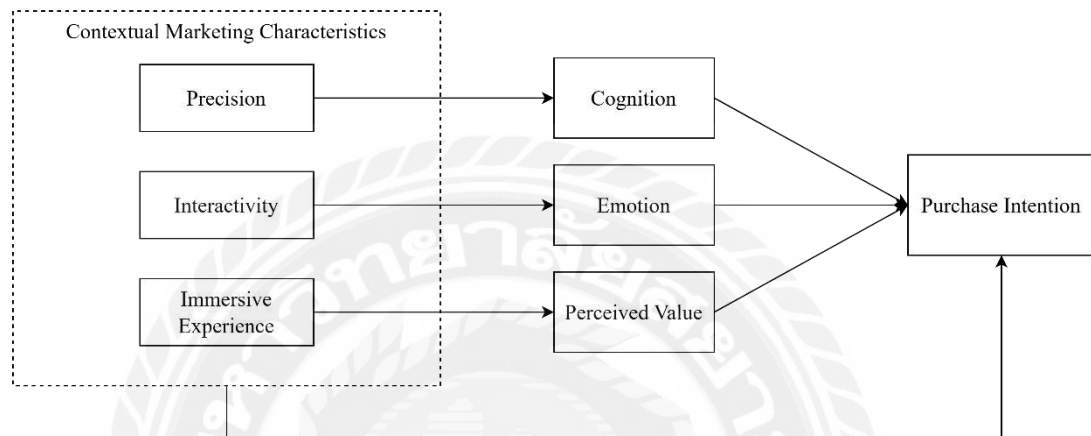


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

The construction of the research model in this study involves seven variables, namely, contextual marketing characteristics (precision, interactivity, immersive experience), cognition, emotion, perceived value, and purchase intention of consumers. This study used a quantitative research method. A questionnaire was designed to collect data from respondents.

3.2 Questionnaire Design

To ensure the accuracy and reliability of the measurement process, all variables in this study were measured using well-established scales from domestic and international research. The variables measured in this section include the independent variables (precision, interactivity, and immersive experience), the mediating variables (cognition, emotion, and perceived value), and the dependent variable (purchase intention).

Table 3.1 Measurement Items for Variables

Variable	No.	Item
Precision	1	I think the target group of outdoor ads based on contextual scenes is clear and can meet my needs.
	2	I think outdoor ads based on contextual scenes provide the product/service info I need.
	3	I think users who see such outdoor ads have similar interests to me.
	4	I think users of such outdoor ads are interested in the ad content and activities.
Interactivity	5	If I find the outdoor ad interesting, I would actively share my opinion with other users.
	6	I can share knowledge, experiences, and information about the ad with other users.
	7	I receive many suggestions and opinions when interacting with other users of the ad.
	8	Outdoor ads based on contextual scenes provide comprehensive product/service info.
	9	The info provided by the ad helps me with shopping decisions.

Immersive Experience	10	The design, colors, and atmosphere of contextual outdoor ads feel like a real store.
	11	Contextual outdoor ads are vivid; products seem right in front of my eyes.
	12	The ad resonates with my personal emotions.
	13	I feel like I am in the scene created by the contextual outdoor ad.
Cognition	14	I am very familiar with this outdoor ad.
	15	I have seen this outdoor ad before purchasing the product.
	16	I can recognize this outdoor ad among many others.
	17	When buying the product, I always recall this outdoor ad.
	18	This ad is one of the most impressive outdoor ads I've seen.
	19	I remember the unique features of this outdoor ad.
Emotion	20	I feel happy when seeing this type of outdoor ad.
	21	I feel satisfied when seeing this type of outdoor ad.
	22	I feel relaxed when seeing this type of outdoor ad.
	23	I feel excited when seeing this type of outdoor ad.
	24	I feel delighted when seeing this type of outdoor ad.
	25	I feel warm when seeing this type of outdoor ad.
Perceived Value	26	The product shown in this ad looks of high quality.
	27	Compared to similarly priced items, this product is of better quality and style.
	28	The product shown in the ad is worth the money.
	29	I feel good and relaxed using the product shown in this ad.
Purchase Intention	30	I think about purchasing the product shown in this ad.
	31	I am strongly willing to buy the product shown in this ad.
	32	I plan to buy the product shown in this ad.
	33	I would recommend this product to others.

3.3 Hypothesis

H1: Contextual marketing characteristics of outdoor advertising have a positive effect on consumers' purchase intention.

H1a: The precision of contextual marketing in outdoor advertising positively affects consumers' purchase intention.

H1b: The interactivity of contextual marketing in outdoor advertising positively affects consumers' purchase intention.

H1c: The immersive experience of contextual marketing in outdoor advertising positively affects consumers' purchase intention.

H2: Contextual marketing characteristics of outdoor advertising positively influence consumers' cognition.

H2a: The precision of contextual marketing in outdoor advertising positively influences consumers' cognition.

H2b: The interactivity of contextual marketing in outdoor advertising positively influences consumers' cognition.

H2c: The immersive experience of contextual marketing in outdoor advertising positively influences consumers' cognition.

H3: Contextual marketing characteristics of outdoor advertising positively influence consumers' emotion.

H3a: The precision of contextual marketing in outdoor advertising positively influences consumers' emotion.

H3b: The interactivity of contextual marketing in outdoor advertising positively influences consumers' emotion.

H3c: The immersive experience of contextual marketing in outdoor advertising positively influences consumers' emotion.

H4: Contextual marketing characteristics of outdoor advertising positively influence consumers' perceived value.

H4a: The precision of contextual marketing in outdoor advertising positively influences consumers' perceived value.

H4b: The interactivity of contextual marketing in outdoor advertising positively influences consumers' perceived value.

H4c: The immersive experience of contextual marketing in outdoor advertising positively influences consumers' perceived value.

H5: Consumers' cognition of outdoor advertising products positively affects their purchase intention.

H6: Consumers' emotion positively affects their purchase intention.

H7: Consumers' perceived value of outdoor advertising products positively affects their purchase intention.

H8: Cognition, emotion, and perceived value (CEV) mediate the relationship between contextual marketing characteristics and consumers' purchase intention.

H8a: Cognition mediates the relationship between contextual marketing characteristics and consumers' purchase intention.

H8b: Emotion mediates the relationship between contextual marketing characteristics and consumers' purchase intention.

H8c: Perceived value mediates the relationship between contextual marketing characteristics and consumers' purchase intention.

3.4 Sampling and Data Collection

Using a quantitative research method, this study targeted Thai consumers who have been exposed to outdoor advertisements by Plan B Media. These included, but are not limited to, subway title sponsorship advertisements, outdoor interactive advertisements, and VR experiential advertisements. Given the extensive reach, universality, and openness of outdoor advertising, it appealed to a broad audience and is not limited by factors such as gender or education level. Therefore, this study first distributed survey questionnaires extensively through online platforms to maximize the breadth and coverage of data collection. Subsequently, effective questionnaires were extracted through screening questions to identify the target respondents. The survey was conducted online and distributed to 502 respondents, among whom 398 indicated that they had seen and been exposed to outdoor advertising scenarios, accounting for 88.05% of the total.

3.5 Data Analysis

In the data analysis context, considering that the theoretical model of this study focuses on the organism level, and taking into account the selection of appropriate data analysis methods, both SPSS and AMOS software were used to satisfy the analytical requirements of verifying the complex relationships among multiple variables.

1. Descriptive Statistical Analysis:

Before conducting quantitative analysis, it is necessary to perform descriptive statistical analysis on the collected data to obtain an overall understanding of the data distribution. This helps assess whether the data presentation aligns with the research context and objectives and provides a basis for selecting control variables. Therefore, this study analyzed users' demographic characteristics of gender, age, education, occupation, and income level.

2. Reliability Analysis:

Reliability is used to measure the stability of the data. In this study, Cronbach's α coefficient was used to evaluate the reliability of each scale. Generally, the higher the Cronbach's α value, the more reliable the data.

3. Validity Analysis:

High validity indicates the survey data effectively reflect the target phenomena. Good validity means the questionnaire results represent actual circumstances and yield more credible findings. Based on domestic and international empirical research outcomes, this study conducted discriminant validity and convergent validity analysis, and also considered model fit indices using confirmatory factor analysis (CFA) in AMOS.

4. Correlation Analysis:

Before testing the structural model, the Pearson correlation coefficient was calculated among the main variables (precision, interactivity, immersive experience, cognition, emotion, perceived value, and purchase intention) to confirm the correlation relationships between variables and ensure feasibility for further analysis.

5. Hypothesis Testing:

Hypothesis testing was conducted mainly through hierarchical regression analysis and the Bootstrap method. To test the direct effects of all variables in the proposed model, regression analysis was employed to examine path coefficients and significance levels. This study focused on the influence of contextual marketing characteristics, CEV, and purchase intention. Based on the model requirements, a path model was established, and standardized coefficients, t-values, and confidence intervals of each path were observed. The Bootstrap method was used to test the mediating effect of the CEV model, evaluating its significance based on the confidence intervals of the standardized indirect effects.

3.6 Reliability and Validity Analysis of the Scale

3.6.1 Reliability Test

Reliability analysis, also known as consistency analysis, is generally used to verify the reliability and stability of measurement instruments. In this study, SPSS 24.0 software was used to analyze 398 valid samples and calculate the Cronbach's α to evaluate scale reliability. Table 3.2 shows the reliability results for the seven variables: Precision, Interactivity, Immersive Experience, Cognition, Emotion, Perceived Value, and Purchase Intention. All variables yielded a minimum Cronbach's α of 0.706. Since this exceeds the commonly accepted threshold of 0.7, it can be concluded that the measurement scales used in this study are relatively stable and reliable.

Table 3.2 Scale Reliability Analysis

Variable	Cronbach's α	Number
Precision	0.766	4

Interactivity	0.800	5
Immersive Experience	0.711	4
Cognition	0.706	6
Emotion	0.817	6
Perceived Value	0.743	4
Purchase Intention	0.831	4

3.6.2 Validity Test

The sphere test significance level P of the scale in this study is 0.000 and the KMO is 0.947, the structural validity of the scale is very good and can be further analysed.

Table 3.3 KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.947
Bartlett's Test of Sphericity	Approx. Chi-Square	5160.58
	df	453
	Sig.	0.000

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Descriptive Statistical Analysis

A total of 398 valid questionnaires were retained for analysis. In the questionnaire, the first question was a screening item, 33 items were based on a five-point Likert scale, and the last 6 questions captured demographic characteristics of respondents. Descriptive statistical analysis was conducted on the demographic characteristics, as shown in Table 4.1.

Table 4.1 Demographic Characteristics of Sample

Variable	Category	Frequency	Percentage (%)
Gender	Male	218	54.80
	Female	180	45.20
Age	Under 18	8	2.00
	18–25	142	35.70
	26–30	133	33.40
	31–40	96	24.10
	41–50	14	3.50
	Over 50	5	1.30
Education	High school and below	69	17.30
	Junior college	93	23.40
	Bachelor's degree	198	49.70
	Master's degree and above	38	9.50
Occupation	Full-time student	76	19.10
	Enterprise or bank employee	113	28.40
	Government agency/public institution	100	25.10
	Self-employed	60	15.10
	Freelancer	43	10.80
	Other	6	1.50
Income	Below 2000 yuan	68	17.10
	2001–4000 yuan	77	19.30
	4001–6000 yuan	111	27.90
	6001–8000 yuan	84	21.10
	Above 8000 yuan	58	14.60

In terms of gender distribution, the ratio of male to female respondents is close to 1:1, indicating balance. Regarding age distribution, most respondents are young to middle-aged adults, with 18–25 years accounting for 35.7%, 26–30 years for 33.4%, and 31–40 years for 24.1%. This demographic group often encounters outdoor advertisements during weekends and leisure time, and they typically enjoy more autonomy and flexibility, aligning well with the target audience for outdoor scene-based marketing.

In terms of educational background, 49.7% of respondents hold a bachelor's degree, indicating that the sample is mainly composed of well-educated individuals. Regarding occupation, the respondents are engaged in various fields, with enterprise or bank employees accounting for the largest proportion at 28.4%. Most of the respondents have relatively stable incomes, with a significant portion earning between 4001–8000 yuan per month, representing nearly half of the sample and indicating considerable purchasing power.

In conclusion, the sample selected in this study demonstrates a high degree of alignment with the demographic characteristics of the typical audience targeted by outdoor advertisements in terms of gender, age, and occupation. This indicates that the survey data collected can largely reflect the actual situation of audience engagement with scene-based marketing in outdoor advertising.

4.1.2 Correlation Analysis

Correlation analysis is primarily used to assess the strength of the relationship between two variables. In this study, Pearson correlation coefficients are used. Generally, the symbol R indicates the correlation coefficient between variables. The closer the absolute value of R is to 1, the stronger the correlation between the two variables.

This study focuses on examining the correlations between precision, interactivity, immersive experience, cognition, emotion, perceived value, and purchase intention.

Table 4.2 Correlation Analysis

	Precision	Interactivity	Immersive Experience	Cognition	Emotion	Perceived Value	Purchase Intention
Precision	1						
Interactivity	.561**	1					
Immersive Experience	.605**	.610**	1				
Cognition	.488**	.566**	.505**	1			
Emotion	.472**	.540**	.468**	.637**	1		

Perceived Value	.489**	.496**	.474**	.559**	.568**	1	
Purchase Intention	.490**	.596**	.504**	.653**	.658**	.666**	1

Note: $p < .01$ is indicated by **, $p < .05$

As shown in Table 4.2, precision, interactivity, and immersive experience are all significantly and positively correlated with purchase intention. In addition, interactivity and immersive experience are significantly positively correlated with all three dimensions of CEV (Cognition, Emotion, and Perceived Value). These three CEV variables also show strong positive correlations with purchase intention.

These results indicate that all proposed variable relationships in the research model are statistically significant, providing a solid empirical basis for subsequent analyses.

4.1.3 Regression Analysis

First, in Model 1, purchase intention was set as the dependent variable, while gender, age, education, occupation, and income were included as control variables. Then, based on Model 1, the independent variables—precision, interactivity, and immersive experience—were added to construct Model 2.

The regression results are shown in Table 4.3. As the table indicates, after controlling for gender, age, education, occupation, and income, the independent variables in Model 2—precision, interactivity, and immersive experience—all had significant positive effects on purchase intention. Model 2's R^2 increased to 0.291, with $F = 68.055$, $p < 0.01$, suggesting that the explanatory power of the model improved by 29.1% after adding the independent variables.

Additionally, all VIF values in Model 2 were less than 10, indicating no serious multicollinearity among the variables.

Table 4.3 Regression Analysis of Contextual Marketing Characteristics and Purchase Intention (Model 1 and Model 2)

Variable		Model 1				Model 2			
		β	t	Sig.	VIF	β	t	Sig.	VIF
Control Variables	Gender	0.225	4.783	0.000	1.025	0.112	2.856	0.005	1.073
	Age	0.135	2.637	0.009	1.211	0.058	1.382	0.168	1.248
	Education	-	-	0.059	1.106	-0.081	-	0.043	1.111
	Occupation	0.092	1.894				2.035		
	Income	0.036	0.706	0.480	1.196	0.037	0.883	0.378	1.200
	Precision	0.223	4.167	0.000	1.327	0.127	2.887	0.004	1.360
						0.142**	2.828	0.005	1.774

Independent Variables	Interactivity					0.363**	7.102	0.000	1.837
	Immersive Experience					0.151**	2.884	0.004	1.917
R ²		0.155				0.446			
Adjusted R ²		0.155				0.291			
F		14.373**				68.055**			
Note: The dependent variable is purchase intention. p < .01, *p < .05									

The regression results above indicate that, after controlling for the relevant variables, the scenario marketing characteristics of outdoor advertising have a significant positive influence on consumer purchase intention. Therefore, Hypothesis 1 is supported. The standardized regression equation is:

$$\text{Purchase Intention} = 0.691 + 0.145 \times \text{Precision} + 0.396 \times \text{Interactivity} + 0.175 \times \text{Immersive Experience}$$

Among the three marketing stimuli, interactivity exerts the strongest influence on purchase intention. H1 is supported.

In Model 3, cognition was set as the dependent variable, and gender, age, education, occupation, and income were set as control variables. Then, on the basis of Model 3, precision, interactivity, and immersive experience were added as independent variables to construct Model 4.

The results of the hierarchical regression analysis are shown in Table 4.4. As presented in the table, after controlling for gender, age, education level, occupation, and income, the independent variables in Model 4—precision, interactivity, and immersive experience—had a significant positive effect on cognition. The R² change in Model 4 is 0.391, with $F = 63.137$, $p < 0.01$, indicating that adding the independent variables in Model 4 improved the explanatory power of the model by 39.1%. Additionally, the VIF values for all variables in Model 4 are less than 10, suggesting that there is no significant multicollinearity issue.

Table 4.4 Regression Analysis of Contextual Marketing Characteristics and Purchase Intention (Model 3 and Model 4)

Variable		Model 3				Model 4			
		β	t	Sig.	VIF	β	t	Sig.	VIF
Control Variables	Gender	0.188	3.912	0	1.025	0.076	1.864	0.063	1.073
	Age	0.120	2.288	0.023	1.211	0.046	1.059	0.290	1.248
	Education	-	-	0.132	1.106	-0.062	-	0.132	1.111
		0.076	1.511				1.509		

	Occupation	- 0.066	- 1.275	0.203	1.196	-0.065	- 1.520	0.129	1.200
	Income	0.213	3.888	0.000	1.327	0.117	2.556	0.011	1.360
Independent Variables	Precision					0.158**	3.024	0.003	1.774
	Interactivity					0.324**	6.112	0.000	1.837
	Immersive Experience					0.179**	3.300	0.001	1.917
R ²		0.113				0.403			
Adjusted R ²		0.113				0.391			
F		9.957**				63.137**			
Note: The dependent variable is purchase intention. p < .01, *p < .05									

Based on the regression results above, after controlling for relevant variables, contextual marketing characteristics of outdoor advertising have a positive effect on consumer cognition. Therefore, Hypothesis 2 is supported. The standardized regression equation is:

Cognition = 1.285 + 0.133 × Precision + 0.293 × Interactivity + 0.172 × Immersive experience

Among these variables, interactivity has the strongest impact on consumer cognition. H2 is supported.

As shown in Table 4.5, after controlling for related variables, contextual marketing characteristics of outdoor advertising have a significant positive effect on consumer emotion. The ΔR^2 of Model 6 is 0.224, with F = 46.106, p < 0.01, indicating that the explanatory power of the model increased by 22.4% after introducing the independent variables. Moreover, the VIF values of all variables in Model 6 are below 10, suggesting no significant multicollinearity problem.

The resulting standardized regression equation is:

Emotion = 1.202 + 0.167 × Precision + 0.225 × Interactivity + 0.183 × Immersive experience

Among the three predictors, interactivity has the greatest effect on emotion. Therefore, H3 is supported.

Table 4.5 Regression Analysis of Contextual Marketing Characteristics and Purchase Intention (Model 5 and Model 6)

Variable		Model 5				Model 6			
		β	t	Sig.	VIF	β	t	Sig.	VIF
Control Variables	Gender	0.175	3.708	0.000	1.025	0.076	1.833	0.068	1.073
	Age	0.224	4.362	0.000	1.211	0.162	3.613	0.000	1.248

	Education	- 0.074	- 1.504	0.133	1.106	-0.059	- 1.391	0.165	1.111
	Occupation	0.008	0.165	0.869	1.196	0.011	0.253	0.800	1.200
	Income	0.164	3.059	0.002	1.327	0.080	1.711	0.088	1.360
Independent Variables	Precision					0.182**	3.393	0.001	1.774
	Interactivity					0.228**	4.182	0.000	1.837
	Immersive Experience					0.175**	3.139	0.002	1.917
R ²		0.146				0.370			
Adjusted R ²		0.146				0.224			
F		13.388**				46.106**			
Note: The dependent variable is purchase intention. p < .01, *p < .05									

As shown in Table 4.6, after controlling for relevant variables, the contextual marketing characteristics significantly and positively affect perceived value. Model 8 has a ΔR^2 of 0.327, with $F = 75.370$, $p < 0.01$, indicating a 32.7% increase in explanatory power after adding the independent variables. In addition, the VIF values of all variables in Model 8 are below 10, indicating no serious multicollinearity. The standardized regression equation is:

Perceived Value = $0.615 + 0.142 \times \text{Precision} + 0.472 \times \text{Interactivity} + 0.163 \times \text{Immersive experience}$

Among the three predictors, interactivity has the greatest impact on perceived value. Therefore, H4 is supported.

Table 4.6 Regression Analysis of Contextual Marketing Characteristics and Purchase Intention (Model 7 and Model 8)

Variable		Model 7				Model 8			
		β	t	Sig.	VIF	β	t	Sig.	VIF
Control Variables	Gender	0.196	4.061	0.000	1.025	0.076	1.928	0.055	1.073
	Age	0.178	3.404	0.001	1.211	0.095	2.240	0.026	1.248
	Education	- 0.067	- 1.345	0.179	1.106	-0.057	- 1.418	0.157	1.111
	Occupation	- 0.052	- 0.991	0.322	1.196	-0.051	- 1.235	0.217	1.200
	Income	0.136	2.485	0.013	1.327	0.036	0.801	0.424	1.360
Independent Variables	Precision					0.135**	2.659	0.008	1.774
	Interactivity					0.419**	8.120	0.000	1.837

	Immersive Experience					0.136**	2.581	0.010	1.917
R ²		0.110				0.437			
Adjusted R ²		0.110				0.327			
F		9.724**				75.370**			
Note: The dependent variable is purchase intention. p < .01, *p < .05									

This study proposes H5 to H7, suggesting that cognition, emotion, and perceived value significantly influence consumer purchase intention. To verify these hypotheses, hierarchical regression analysis was conducted.

Based on the previously constructed Model 1, cognition, emotion, and perceived value were added as independent variables to form Model 9.

Table 4.7 Regression Analysis of Cognition–Emotion–Perceived Value and Purchase Intention (Model 1 and Model 9)

Variable		Model 1				Model 9			
		β	t	Sig.	VIF	β	t	Sig.	VIF
Control Variables	Gender	0.225	4.783	0.000	1.025	0.064	1.940	0.053	1.083
	Age	0.135	2.637	0.009	1.211	-0.016	-0.459	0.646	1.279
	Education	-0.092	-1.894	0.059	1.106	-0.031	-0.918	0.359	1.115
	Occupation	0.036	0.706	0.480	1.196	0.067	1.935	0.054	1.207
	Income	0.223	4.167	0.000	1.327	0.079	2.115	0.035	1.381
Mediating Variable	Cognition					0.250**	5.586	0.000	1.985
	Emotion					0.274**	6.193	0.000	1.951
	Perceived Value					0.335**	8.011	0.000	1.739
R ²		0.155				0.608			
Adjusted R ²		0.155				0.454			
F		14.373**				150.177**			
Note: The dependent variable is purchase intention. p < .01, *p < .05									

The hierarchical regression results are shown in Table 4.7. As indicated, after controlling for gender, age, education, occupation, and income, Model 9 shows that cognition, emotion, and perceived value all have significant positive effects on purchase intention. The ΔR^2 for Model 9 is 0.578, with $F = 278.37$, $p < 0.01$, indicating that the explanatory power of the model improved by 57.8% after including the independent

variables. Moreover, the VIF values for all variables in Model 9 are below 10, suggesting no serious multicollinearity problem.

Therefore, the results indicate that after controlling for relevant variables, consumers' cognition, emotion, and perceived value significantly influence purchase intention. This supports H 5 to H7. The resulting standardized regression equation is:

$$\text{Purchase Intention} = 0.601 + 0.301 \times \text{Cognition} + 0.304 \times \text{Emotion} + 0.324 \times \text{Perceived Value}$$

Among the three mediators, perceived value has the greatest effect on purchase intention.

4.1.4 Mediation Test

H8 proposes that cognition, emotion, and perceived value mediate the relationship between contextual marketing characteristics and purchase intention. In this study, the Bootstrap method was used to test the mediation effect.

This method is known for its stability and is mainly evaluated by the criterion that if the 95% confidence interval of the bootstrapped indirect effect does not contain 0, the mediation effect is significant; otherwise, it is not.

The analysis was conducted using Process Macro, Model 4. Control variables (gender, age, education, occupation, and income), the independent variable (contextual marketing characteristics), the mediators (cognition, emotion, and perceived value), and the dependent variable (purchase intention) were specified accordingly.

Table 4.8 A Test of the Mediating Effect of CEV on the Effect of Precision on Purchase Intention

Mediator	Effect	SE	95% CI (Lower)	95% CI (Upper)
Cognition	0.121	0.035	0.072	0.167
Emotion	0.136	0.025	0.076	0.209
Perceived Value	0.160	0.036	0.090	0.232

From Table 4.8, we can see that the indirect effect of cognition is 0.121, and the 95% confidence interval [0.072, 0.167] does not contain zero, indicating a significant mediation effect. The indirect effect of emotion is 0.136, and the 95% confidence interval [0.076, 0.209] also excludes zero, confirming a significant mediation effect. Similarly, perceived value has an indirect effect of 0.160, with a 95% confidence interval of [0.090, 0.232], again not including zero, thus confirming its significant mediation effect.

The results of the mediation analysis for cognition, emotion, and perceived value are shown in Table 4.9. The indirect effect of cognition is 0.135, and the 95%

confidence interval is [0.072, 0.197], which does not include zero, indicating that the mediation effect of cognition between interactivity and purchase intention is significant.

The indirect effect of emotion is 0.154, with a 95% confidence interval of [0.087, 0.237], also excluding zero, confirming that emotion significantly mediates the effect of interactivity on purchase intention.

The indirect effect of perceived value is 0.186, and the 95% confidence interval is [0.091, 0.286], again excluding zero, indicating that perceived value also plays a significant mediating role in the relationship between interactivity and purchase intention.

Table 4.9 A Test of the Mediating Effect of CEV on the Effect of Interactivity on Purchase Intention

Mediator	Effect	SE	95% CI (Lower)	95% CI (Upper)
Cognition	0.135	0.032	0.072	0.197
Emotion	0.154	0.038	0.087	0.237
Perceived Value	0.186	0.049	0.091	0.286

The mediation analysis results for cognition, emotion, and perceived value are shown in Table 4.10. The indirect effect of cognition is 0.138, and the 95% confidence interval is [0.079, 0.193], which does not include zero, indicating a significant mediation effect of cognition between immersive experience and purchase intention.

The indirect effect of emotion is 0.153, with a 95% confidence interval of [0.084, 0.237], again excluding zero, confirming that emotion significantly mediates the relationship between immersive experience and purchase intention.

The indirect effect of perceived value is 0.183, with a 95% confidence interval of [0.102, 0.270], also not containing zero, indicating a significant mediation effect of perceived value in the same relationship.

In conclusion, cognition, emotion, and perceived value all play significant mediating roles in the relationship between the three contextual marketing stimuli—precision, interactivity, and immersive experience—and consumer purchase intention. Therefore, Hypothesis 8 is supported.

Table 4.10 A Test of the Mediating Effect of CEV on the Effect of Immersive Experience on Purchase Intention

Mediator	Effect	SE	95% CI (Lower)	95% CI (Upper)
Cognition	0.138	0.029	0.079	0.193
Emotion	0.153	0.039	0.084	0.237
Perceived Value	0.183	0.043	0.102	0.270

4.2 Discussion

This study conducted empirical tests on the conceptual model concerning the influence of contextual marketing characteristics of outdoor advertising on consumers' purchase intention. The results of hypothesis testing are summarized in Table 4.10.

Firstly, reliability and validity were verified through Cronbach's alpha and confirmatory factor analysis (CFA). Then, through regression analysis, the study confirmed the positive impact of contextual marketing characteristics on consumers' purchase intention in the context of outdoor advertising.

Finally, combined with hierarchical regression and Bootstrap analysis, it was confirmed that cognition, emotion, and perceived value play significant mediating roles in the relationships between the independent and dependent variables.

Table 4.11 Hypothesis Test Results

Research Hypothesis	Result
H1: Contextual marketing characteristics of outdoor advertising have a positive effect on consumers' purchase intention.	Supported
H1a: The precision of contextual marketing in outdoor advertising positively affects consumers' purchase intention.	Supported
H1b: The interactivity of contextual marketing in outdoor advertising positively affects consumers' purchase intention.	Supported
H1c: The immersive experience of contextual marketing in outdoor advertising positively affects consumers' purchase intention.	Supported
H2: Contextual marketing characteristics of outdoor advertising positively influence consumers' cognition.	Supported
H2a: The precision of contextual marketing in outdoor advertising positively influences consumers' cognition.	Supported
H2b: The interactivity of contextual marketing in outdoor advertising positively influences consumers' cognition.	Supported
H2c: The immersive experience of contextual marketing in outdoor advertising positively influences consumers' cognition.	Supported
H3: Contextual marketing characteristics of outdoor advertising positively influence consumers' emotion.	Supported
H3a: The precision of contextual marketing in outdoor advertising positively influences consumers' emotion.	Supported
H3b: The interactivity of contextual marketing in outdoor advertising positively influences consumers' emotion.	Supported

H3c: The immersive experience of contextual marketing in outdoor advertising positively influences consumers' emotion.	Supported
H4: Contextual marketing characteristics of outdoor advertising positively influence consumers' perceived value.	Supported
H4a: The precision of contextual marketing in outdoor advertising positively influences consumers' perceived value.	Supported
H4b: The interactivity of contextual marketing in outdoor advertising positively influences consumers' perceived value.	Supported
H4c: The immersive experience of contextual marketing in outdoor advertising positively influences consumers' perceived value.	Supported
H5: Consumers' cognition of outdoor advertising products positively affects their purchase intention.	Supported
H6: Consumers' emotion positively affects their purchase intention.	Supported
H7: Consumers' perceived value of outdoor advertising products positively affects their purchase intention.	Supported
H8: Cognition, emotion, and perceived value (CEV) mediate the relationship between contextual marketing characteristics and consumers' purchase intention.	Supported
H8a: Cognition mediates the relationship between contextual marketing characteristics and consumers' purchase intention.	Supported
H8b: Emotion mediates the relationship between contextual marketing characteristics and consumers' purchase intention.	Supported
H8c: Perceived value mediates the relationship between contextual marketing characteristics and consumers' purchase intention.	Supported

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study examined the influence of contextual marketing characteristics of outdoor advertising on consumer purchase intention, using Plan B Media—a leading outdoor advertising company in Thailand—as a practical case reference. Based on the SOR model, the internal psychological mechanisms triggered by contextual stimuli were explored. Three key conclusions are drawn:

(1) The contextual marketing characteristics of Plan B Media's outdoor advertising positively stimulate consumer purchase intention.

Plan B Media integrates precision targeting, interactive content, and immersive experiences (e.g., themed trains, digital billboards, and AR-based ads), which align with consumers' needs and attract attention. Consumers encountering ads in scenarios tailored to their lifestyle—such as during commuting or leisure time—are more likely to develop favorable impressions and seek further brand information. Among all features, interactivity, such as public participation campaigns or social media engagement tied to physical ads, had the strongest stimulating effect on purchase intention.

(2) Consumers' cognition, emotion, and perceived value (CEV) positively affect purchase intention.

Plan B Media's emotionally resonant advertising environments, such as brand-sponsored community events or creative public spaces, elevate emotional connection and trust. When consumers encounter meaningful experiences and information, they develop positive emotional responses and stronger perceived value, especially when the ads relate to social issues or public interest content.

(3) CEV mediates the effect of contextual marketing characteristics on purchase intention in the case of Plan B Media.

The precision, interactivity, and immersive experience in Plan B Media's campaigns influence purchase intention through their impact on cognition, emotion, and value perception. CEV thus serves as a psychological bridge between scenario-based marketing and behavioral response.

5.2 Recommendation

Based on the research findings and with Plan B Media as a case reference, the following strategic recommendations are proposed for enhancing the effectiveness of contextual outdoor advertising:

(1) Enhance brand value by designing rich and immersive ad scenarios.

Plan B Media can further explore high-value, culturally resonant advertising scenes—such as those reflecting Thai identity, local festivals, or environmental themes—to deepen emotional engagement. For example, transforming transit hubs into branded storytelling environments can connect consumers more deeply to brand messages and reinforce recall.

(2) Strengthen data protection mechanisms for consumer trust.

As Plan B Media increasingly adopts smart technologies (e.g., mobile tracking, interactive QR codes), it's critical to implement clear privacy policies and transparent data collection practices. Building consumer trust through secure and ethical data use will support sustainable engagement.

(3) Integrate emotional narratives to connect with the inner lives of consumers.

Plan B Media should go beyond functional messages and use emotional storytelling to align with consumers' psychological and lifestyle aspirations. For instance, campaigns featuring themes like “urban solitude” or “community warmth” can evoke empathy and strengthen brand identity. Advertising should not just “sell” but resonate with shared values and foster a sense of belonging.

By applying these recommendations, Plan B Media can not only enhance the psychological impact of its campaigns but also lead the evolution of contextual outdoor marketing in Southeast Asia.

5.3 Further Study

Future studies should consider a broader range of demographic and psychographic variables (e.g., lifestyle, personality traits, media literacy) to better reflect the diversity of outdoor advertising audiences. Additionally, exploring different environmental contexts (e.g., urban vs. rural, high-traffic vs. low-traffic areas) would allow for a more nuanced understanding of how location-specific factors influence consumer responses.

While this study treated constructs such as “interactivity” and “immersive experience” as unified variables, future research could decompose them into subdimensions—such as physical vs. virtual interaction, or visual vs. emotional immersive experience. This would allow for a more detailed exploration of how specific sensory or engagement cues affect cognitive, emotional, and behavioral outcomes.

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Appendix

Part 1: Basic Information

1. Have you ever seen similar outdoor advertising as described above, either online or in real life? [Single Choice]*
 - Yes
 - No (Please skip to the end of the questionnaire and submit your response)
-

Part 2: Main Measurement Items

Please refer to your understanding of the above text and image, recall your most impressive impression of *scenario-based outdoor advertising*, and answer the following questions.

**2. Regarding the “Precision” of scenario-based outdoor advertising, please indicate your opinion. [Matrix Scale Question]*

- I believe the goals of scenario-based outdoor advertising are clear and can meet my needs.
- I believe such advertising can provide the product and service information I need.
- I believe the target users of such outdoor advertising share similar interests with me.
- I believe such advertising provides information and activities that match user interests.

**3. Regarding the “Interactivity” of scenario-based outdoor advertising, please indicate your opinion. [Matrix Scale Question]*

- If I find such outdoor ads interesting, I would exchange opinions with other users about them.
- I can share knowledge, experience, and information about the ads with others.
- I gain useful advice and suggestions through communicating with other users of such ads.
- Scenario-based outdoor advertising provides comprehensive product/service information.
- The information helps me with my purchasing decisions.

**4. Regarding the “Immersive experience” of scenario-based outdoor advertising, please indicate your opinion. [Matrix Scale Question]*

- The ad design is dynamic and colorful, and the product display feels lifelike.

- Product presentation in the ad feels as if it is right in front of me.
- The ad shows a personal scenario I have experienced.
- The scenario in the ad feels like my own environment, as if I'm in the scene.

**5. Regarding the "Consumer Cognition" of scenario-based outdoor advertising, please indicate your opinion. [Matrix Scale Question]*

- I'm familiar with this outdoor ad.
- I've already seen this outdoor ad before purchasing the product.
- I can easily recognize this ad among many outdoor ads.
- I always think of this ad when buying similar products.
- This ad is one of the most impressive I can recall.
- I can recall some features of this ad.

**6. Regarding the "Consumer Emotion" of scenario-based outdoor advertising, please indicate your opinion. [Matrix Scale Question]*

- This outdoor ad makes me feel happy.
- This outdoor ad makes me feel satisfied.
- This outdoor ad makes me feel comfortable.
- This outdoor ad makes me feel touched.
- This outdoor ad makes me feel excited.
- This outdoor ad makes me feel joyful.

**7. Regarding the "Perceived Value" of scenario-based outdoor advertising, please indicate your opinion. [Matrix Scale Question]*

- The product shown in the ad feels high in quality.
- Compared with competitors, the product shown has better quality or design.
- The product shown in the ad is worth owning.
- Using the advertised product makes me feel good and relaxed.

**8. Regarding "Purchase Intention" of scenario-based outdoor advertising, please indicate your opinion. [Matrix Scale Question]*

- I would consider buying the product shown in this ad.
- I am very willing to buy the product shown in this ad.
- I plan to buy the product shown in this ad.
- I am willing to recommend the product shown in this ad to others.

Part 3: Personal Information

**9. Your Gender: [Single Choice]*

- ☐ Male
- ☐ Female

**10. Your Age: [Single Choice]*

- ☐ Under 18
- ☐ 18–25
- ☐ 26–30
- ☐ 31–40
- ☐ 41–50
- ☐ Over 50

**11. Your Highest Education Level: [Single Choice]*

- ☐ High school or below
- ☐ College diploma
- ☐ Bachelor's degree
- ☐ Master's degree or above

**12. Your Current Occupation: [Single Choice]*

- ☐ Full-time student
- ☐ Enterprise or bank employee
- ☐ Government agency or public institution
- ☐ Self-employed
- ☐ Freelancer
- ☐ Other

**13. Your Average Monthly Income: [Single Choice]*

- ☐ Under 2,000 RMB
- ☐ 2,001–4,000 RMB
- ☐ 4,001–6,000 RMB
- ☐ 6,001–8,000 RMB
- ☐ Over 8,000 RMB

**14. Your current city: [Open-ended]*



บันทึกข้อความ

ส่วนงาน บัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

โทร.ภายใน 5336

ที่ มส 0210.01 / 0280

วันที่ 18 กันยายน 2568

เรื่อง ขออนุมัติสำเร็จการศึกษาประจำปีการศึกษา 2567

เรียน ท่านอธิการบดี

เรื่องเดิม นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต MR. KITTISAK WONGVITSUD
รหัสนักศึกษา 6617195411 ได้ศึกษารายวิชาครบถ้วนสมบูรณ์ และได้ปฏิบัติตามเกณฑ์สำเร็จการศึกษาตามที่
มหาวิทยาลัยสยามกำหนดเรียบร้อยแล้ว ทั้งนี้พร้อมยื่นเรื่องขออนุมัติสำเร็จการศึกษา โดยมีรายละเอียด
ดังต่อไปนี้

1. ผ่านการตรวจสอบความเข้าใจด้วยโปรแกรม Grammarly เมื่อวันที่ 16 สิงหาคม 2568
2. ผ่านการสอบประมวลความรู้ข้อเขียน เมื่อวันที่ 26 เมษายน 2568
3. ผ่านการสอบปากเปล่าขั้นสุดท้ายวิชาการค้นคว้าอิสระ เมื่อวันที่ 8 พฤษภาคม 2568
4. ผ่านเกณฑ์มาตรฐานความรู้ภาษาอังกฤษ Oxford Placement Test score 64 CEFR B2
เมื่อวันที่ 11 กันยายน 2568
5. ผ่านการประชุมวิชาการระดับนานาชาติ at The 18th National and International
Academic Conference on "Sustainable Horizon: Transforming Ideas into
Impact" Subject : A Study of the Influence of Contextual Marketing
Characteristics of Outdoor Advertising on Consumer Purchase Intention:
6. A Case of Plan B Media on 6-7 August 2025, United Nations Conference
Centre Bangkok Thailand

เรื่องพิจารณา เพื่อพิจารณาเข้าประชุมสภามหาวิทยาลัย และอนุมัติให้นักศึกษาสำเร็จ
การศึกษา ประจำปีการศึกษา 2567 ดังรายละเอียดเอกสารประกอบการสำเร็จการศึกษาตามที่แนบมา

จึงเรียนมาเพื่อพิจารณาอนุมัติ และให้ดำเนินการต่อไป

(รศ.ดร.จอมพงศ์ มงคลวนิช)

คณบดีบัณฑิตวิทยาลัย สาขาบริหารธุรกิจ

ดร.จันทน งาม ๑๖ 15 กันยายน ๒๕๖๘

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สำนักงานอธิการบดี
เอกสารฉบับนี้สามารถสืบค้นข้อมูลได้
ลงชื่อ <u> </u>
วันที่ <u>24/9/68</u>