

A STUDY OF AN IMPACT OF VIRTUAL EXPERIENCE MARKETING ON CUSTOMERS' PURCHASE BEHAVIORS :A CASE STUDY OF A CAT CAFÉ*

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Abstract

With the growth of China's consumer market and the improvement of consumers' purchasing power as well as the rapid development of Internet technology which brings out live broadcast delivery and short videos and triggers the competition among enterprises, businesses have begun to look for new breakthroughs in the competition in order to attract young people. Based on the questionnaire survey of cat café consumers and the theories of marketing and consumer buying behavior, this thesis analyzes the elements of virtual experience marketing including sensory experience, service experience, emotional experience, interactive experience, product experience. consumer values, affective factors, and cognitive factors. In this study, the regression equation is used to analyze the data, and the analysis shows that eight variables have significant positive effects on consumers' purchasing behavior. Combined with empirical research results, it is found that interactive experience, product experience, and service experience have higher effect degree than other elements. It can be concluded that the cat café can adopt virtual experience marketing programs from different angles to obtain effective marketing results.

Keywords: Virtual experience marketing; consumer behavior; cat café

Introduction

In the e-commerce environment, consumers and businesses do not have direct face-to-face contact. Consumers can purchase simply through the Internet. This kind of environment aggravate the competition among enterprises, stimulates the innovation of marketing methods, and promotes the change of enterprise marketing strategy. Virtual experience is a psychological and emotional state in which consumers interact with products in the virtual environment. In the virtual environment, consumers can obtain their own virtual experience through the integration of multi-sensory interaction. In essence, consumers do not necessarily have to face the physical product itself when buying a product, as long as they can obtain the psychological or physical feelings brought by the product. Virtual experiential marketing is the embodiment of consumers' mental state in the virtual network. The creation of a virtual space environment touches consumers' sensory nerves, so as to stimulate consumers' sense of experience, achieve the marketing promotion of corporate brands and products, and stimulate customers' buying behavior. So what marketing methods can Cat café use to improve customers' sensory experience? In 2020, under the influence of COVID-19, the real economy

* Received: July 15, 2022; Revised: August 19, 2022; Accepted: December 31, 2022

has suffered an unprecedented blow, but e-commerce has developed in full swing. So can the cat café open up a network way to meet customers' needs of having a virtual experience and interaction through the network?

Objectives

First of all, starting from the dimension of experience marketing, combined with other theoretical basis of virtual marketing, this paper combs and defines the related concepts of virtual experience marketing in cat café. It demonstrates the feasibility and importance of the implementation of virtual experiential marketing in Cat café. Secondly, it focuses on the research of virtual experience marketing's influencing factors on consumers' purchasing behavior, explores its conceptual meaning, how these marketing methods affect consumers' online purchasing behavior, finds its internal path and mechanism, and builds a model. After taking questionnaire survey to collect samples, using SPSS statistical attack to analyze the data and verifying the theories and models studied in this article, this paper explores the influencing factors of virtual experience marketing on consumer buying behavior. Finally, based on the research conclusions, it fills in the gaps in virtual experience marketing and consumer buying behavior theories, provides a reference for future scholars' research, and also helps businesses design, conceive and continuously improve virtual experiential interactions by controlling consumers' psychological activities. The function provides targeted guidance and suggestions, which broadens the perspective of virtual experience marketing research for cat café.

Material and Method

1. Literature review

Schmitt (1999) divided experience into five dimensions: sensory experience, emotional experience, thinking experience, action experience, and relationship experience. Based on cognitive theory, Josko Brakus (2001) proposed that customer experience theory includes five types of modular experience: sensory, emotional, intellectual, physical and social. Zhang Hongming (2005) divided the dimensions of experience into five aspects from the perspective of the types and levels of human psychological needs and the process of human psychological pursuits: senses, emotions, achievement, spirit and soul. Li Jianzhou and Fan Xiucheng (2006) proposed that the customer experience of the service industry is divided into three dimensions, namely, functional experience, emotional experience and social experience, and pointed out that the functional experience is composed of three elements: service products, service environment and employee service. Chiara (2007) divides experience into six dimensions: sensory, emotion, cognition, practicality, lifestyle, and relationship.

Xinyu and Zhang Yonghua (2002) believe that in the most basic model of motivation formation, motivation is the result of the combination of individual internal drive and external incentives. Among them, internal drive originates from individual internal needs, and external incentives are external stimuli that can promote the achievement of needs. As for specific individuals and specific situations, the formation process of motivation will be much more complex. In addition to internal needs and external incentives, there are many other factors affecting individual behavior motivation, such as individual values (such as interests, expectations, will, etc.), emotional factors (such as love, attachment, passion, etc.) and cognitive factors (such as self-identity, attribution, goal awareness, etc.).

To sum up, the generation and effect of motivation in motivation theory is the result of the interaction of internal needs and external incentives. The external motivation of motivation theory refers to being driven by factors other than activities, but the main purpose of this study is to study virtual experience marketing activities. Therefore, the author believes that other factors that can refer to motivation theory affect individual behavior motivation, such as consumers' values, emotional factors and cognitive factors, and affect purchase behavior with consumers' own internal factors.

2. Research hypothesis

After integrating the psychological model and possible behaviors, Glenberg (1997) proposed the "embodied cognition" model, which holds that individuals construct a media space in psychology, which includes various possible actions of individual perception space. Through the perception of virtual existence, consumers can visualize and hear the commodity information in the online store, and can virtually experience the tactile information of commodities. On the one hand, consumers' sense of virtual existence can strengthen their existing sensory experiences in the virtual environment, and then visualize and auditory these experiences. On the other hand, consumers' sense of virtual existence can stimulate new sensory experiences, such as virtual touch. The so-called virtual touch is a virtual experience of commodity touch obtained by consumers with the help of some technologies in the network environment, which affects consumers' purchase behavior. Therefore, H1 hypothesis is set.

H1: Sensory experience has a significant positive impact on consumer buying behavior;

The interaction of all elements in the service experience will have an impact on consumers' purchase behavior. The contact and interaction between consumers and enterprises is one of the most important elements in the process of consumer experience. The words and deeds of enterprise employees in the virtual environment will have an impact on consumers' sense of experience and consumption behavior. In their research, Martin (1996) and Ramesh Venkat (2009) believe that consumers' perception of service experience will affect their subsequent purchase behavior. Therefore, H2 hypothesis is set.

H2: Service experience has a significant positive impact on consumer purchase behavior;

With the rapid development of online shopping, consumers have experienced unprecedented choices in life, entertainment, and purchase during online shopping. However, this fast-growing online shopping option has brought huge confusion to consumers, which makes it difficult for online consumers to make effective choices among a large number of products or brands. Therefore, product experience serves as an effective means for enterprises to attract customers in marketing. Wang Peng et al. (2011) found that whether consumers have a preference for an enterprise mainly depends on the characteristics of the product, such as product experience service, product price, product quality and other factors. Some scholars' research results show that the better the sense of product experience, consumers' understanding and cognition of enterprises will form consumers' attitude towards enterprise preference, and affect consumers' purchase intention and purchase behavior of the brand. Therefore, the H3 hypothesis is set.

H3: Product experience has a significant positive impact on consumer buying behavior;

Consumer emotion is a diffusive and non-intentional emotional state. Consumers' emotional response will affect their external behavior. Scholars have done a lot of research on the impact of consumers' emotional experience on purchase intention. Vohs (2006) believes

that good emotion has an impact on consumers' purchase intention. When consumers are in a happy psychological state, they do not want to stop this state, but maintain or seek a more pleasant psychological state through other ways. And buying naturally becomes the best way for consumers to maintain this kind of emotional state. Therefore, the H4 hypothesis is set.

H4: Emotional experience has a significant positive impact on consumer buying behavior;

Interactive experience can effectively increase consumers' sense of virtual existence and experience; The more interactive the website is, the more consumers master the product information, the greater the probability of occurrence of perceived behavior and processing experience, the stronger the emotional connection with the product, and the more opportunities for consumption. Therefore, the H5 hypothesis is set.

H5: Interactive experience has a significant positive impact on consumer buying behavior;

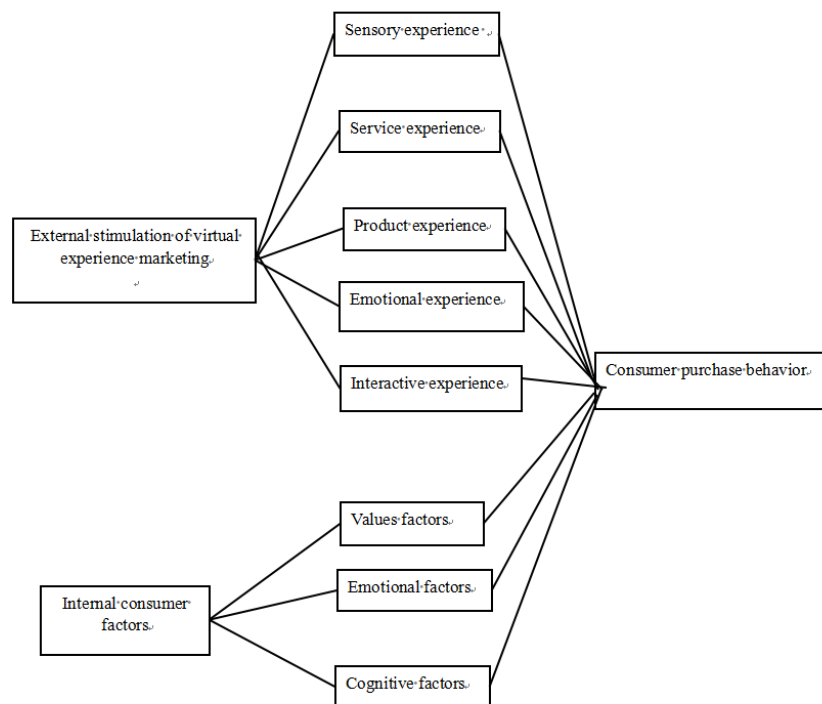
In the virtual environment, in the face of various kinds of information on different websites, consumers judge and interpret with their own experience and knowledge structure, and finally form a virtual experience. In this process, consumers have a huge difference in the effect of virtual experience due to their own factors. Fournier (1998) believes that emotional factors reflect the emotional and intimate relationship between consumers and brands. Park et al (2006) pointed out that consumers' emotional attachment to enterprises reflects the cognitive and emotional connection strength between consumers and enterprises. Only when an enterprise establishes a strong connection with consumers, can individual emotion towards the enterprise be produced. Consumers' emotional factors directly affect their purchase behavior. Park et al (2006) also pointed out that enterprises can arouse consumers' feelings or emotions such as pleasure, hope, efficiency and optimism, enable consumers to better understand themselves, including beliefs, values and role identity, enhance consumers' purchase intention and promote consumers' consumption behavior. In other words, when consumers' psychology and needs are met, it will increase consumers' willingness to buy. Markus (2004) pointed out that in the virtual environment, consumers' cognitive factors and values will affect their purchase behavior. Therefore, H6, H7 and H8 assumptions are established.

H6: Consumers' value factors have a significant positive impact on purchasing behavior;

H7: Consumers' emotional factors have a significant positive impact on purchasing behavior;

H8: Consumers' cognitive factors have a significant positive impact on purchasing behavior;

The influencing factors of virtual experience marketing on consumers' purchase behavior are mainly divided into two aspects: first, enterprises use virtual experience marketing to stimulate consumers. This paper refers to the views of scholars such as Schmitt and Chiara, and establishes the external stimulation model of consumers' virtual experience with sensory experience, product experience, service experience, interactive experience and emotional experience. Second, this paper studies the cat café, which has a targeted choice for consumers, so the internal factors of consumers themselves will also affect consumers' purchase behavior. This paper refers to the internal motivation factors, values factors, emotional factors and cognitive factors of motivation theory to establish the internal factor model of consumers.



Results and Discussion

1.Descriptive statistical results

The survey period of the questionnaire is 15 days from July 1, 2021 to July 15, 2021. A total of 455 questionnaires were collected. The invalid questionnaires with missing answers, wrong answers and careless answers were excluded from the collected questionnaires. Finally, 373 valid questionnaires were collected, with an effective recovery rate of 81.2%. Demographic and variable descriptive statistics of this volume. Most of the subjects were women, 213 of the 373 were women, accounting for 57.1% of the total. There are 160 men, accounting for 42.9% of the total. The main age group is 26-30 years old, accounting for 29.8% of the total. According to the average monthly consumption amount of individuals, the average monthly consumption group is mainly 2001-3000 yuan, accounting for 20.9% of the total. The number of people who have been online for more than ten years is the largest, accounting for 46.1% of the total. The subjects were investigated whether they used the Internet to watch cat videos and whether they bought products in cat café online. 325 people have the habit of using the Internet to watch cat videos, accounting for 87.1% of the total, and 345 people buy products in cat café s online, accounting for 92.5% of the total.

2.Correlation analysis results

In this paper, SPSS is used for correlation analysis of all variables, and the results are shown in the table above. It can be seen from the results shown in the table that there is a correlation between all variables, and the correlation coefficient is greater than 0, so it is a positive correlation.

Correlation analysis in each dimension

Assumption verification

1. Correlation analysis results

dependent variable		dependent variable						
model		Unstandardized coefficients		Standardization coefficient			Conlinear statistics	
		B	Standardization coefficient	Beta	t	conspicuousness ;	tolerance	VIF
1	constant (quantity)	2.608	0.298		8.740	0.000		
	Sensory experienc	0.233	0.080	0.150	2.918	0.004	1.000	1.000
2	constant (quantity)	2.522	0.221		11.399	0.000		
	Service experience	0.286	0.065	0.224	4.420	0.000	1.000	1.000
3	constant (quantity)	2.634	0.174		15.144	0.000		
	Interactive experience	0.264	0.052	0.255	5.082	0.000	1.000	1.000
4	constant (quantity)	2.810	0.189		34.906	0.000		
	Emotional experience	0.194	0.053	0.186	14.841	0.000	1.000	1.000
5	constant (quantity)	2.595	0.212		12.261	0.000		
	Product experience	0.251	0.059	0.217	4.275	0.000	1.000	1.000
6	constant (quantity)	2.299	0.221		10.410	0.000		
	Values factors	0.340	0.062	0.273	5.471	0.000	1.000	1.000
7	constant (quantity)	2.821	0.203		13.927	0.000		
	Emotional factors	0.194	0.059	0.170	3.321	0.000	1.000	1.000
8	constant (quantity)	2.584	0.187		13.781	0.000		
	Cognitive factors	0.263	0.053	0.249	4.951	0.000	1.000	1.000

The variables of external factors (sensory experience, service experience, interactive experience, emotional experience and product experience) and consumers' own influencing factors (values, emotional factors and cognitive factors) of virtual experience marketing are independent variables, and the dependent variables of consumers' purchase behavior are analyzed by SPSS. The main effect is significant, and the data analysis results are shown in the table. The external factors of virtual experience marketing (sensory experience, service experience, interactive experience, emotional experience and product experience) and consumers' own influencing factors (values, emotional factors and cognitive factors) in virtual experience marketing show that sensory experience has a significant positive impact on attitude loyalty (β Sensory experience = 0.150, $P < 0.05$); Service experience has a significant positive impact on purchase behavior (β Service experience = 0.224, $P < 0.05$); Interactive experience has a significant positive impact on purchase behavior (β Interactive experience = 0.255, $P < 0.05$); Emotional experience has a significant positive impact on purchase behavior (β Emotional experience = 0.186, $P < 0.05$); Product experience has a significant positive impact on purchase behavior (β Product experience = 0.217, $P < 0.05$); Value factors have a significant positive impact on purchase behavior (β Value factor = 0.273, $P < 0.05$); Emotional factors have a significant positive impact on purchase behavior (β Affective factor = 0.170, $P < 0.05$); Cognitive factors have a significant positive impact on behavioral loyalty (β Cognitive factor = 0.249, $P < 0.05$); Based on the above results, H1, H2, H3, H4, H5, H6, H7 and H8 can be verified.

2. Validation results

According to the results of regression analysis, interactive experience, product experience and service experience have a high degree of influence. The reason is that consumers want more interaction with cats in the virtual environment. Enterprises such as cat café provide a place for people who love pet cats to play and interact with cats, so as to alleviate the pressure of life and work. Moving the experience environment from reality to the Internet, consumers still pay attention to interactive experience. The second is the product experience. Consumers' attributes such as product size, style and price will also affect consumers' purchase behavior. Finally, the service experience. Consumers' pre-sales and after-sales service attitude towards products greatly affects consumers' purchase behavior. A good service experience can bring convenience to consumption, facilitate product selection and return and replacement after purchase. Consumers' own factors can better affect consumers' purchase behavior than virtual experience marketing. This paper holds that consumer behavior is extremely complex and highly unstable due to the comprehensive influence of internal and external factors. People's behavior is guided and dominated by ideas. Consumers' personal values, emotional factors and cognitive factors will affect their consumption behavior to varying degrees in the shopping process. There are still many limitations in the implementation of virtual experience marketing on the network, so consumers' own factors greatly affect their purchase behavior in the shopping process.

Conclusion

The author believes that cat café should pay more attention to its future development on the temporarily vacant market, look for characteristic goods or services that coffee enterprises do not have, and expand new market areas with a unique virtual experience

marketing model. At the same time, it is necessary to learn from the experience and lessons of large coffee enterprises in daily operation and management, appropriately modify the positioning strategic policy, clarify the development direction of the enterprise and its own market positioning according to the market demand. In a word, cat coffee enterprises need to fully grasp the goods and service characteristics of competitors, then select their own unique brand image and product service characteristics according to these specific conditions, look at the market from the perspective of differentiation strategy, and constantly improve their market positioning.

Cat café must recognize the importance of virtual experience marketing. Reasonable use of the methods and tools in the implementation of the virtual experience marketing system provides a complete and feasible scheme for the implementation of the virtual experience marketing strategy of cat café coffee. By analyzing the internal and external influencing factors of cat café coffee, this paper determines the strengths and weaknesses of cat café enterprises, and takes this as the basis to formulate a comprehensive virtual experience marketing strategy in line with the development of cat café enterprises. Add the consumer experience process to the marketing mix strategy from the aspects of sensory, service, interaction, emotion and products, so as to achieve the establishment of a comprehensive experience marketing strategy, so that the enterprise can stand on the market and develop effectively while highlighting the characteristics of experiential service.

Acknowledgement

I want to thank my supervisor, Mr. Jiang Haiyue. She strictly controlled the selection and writing of my thesis and gave patient guidance. Her rigorous academic attitude and earnest teaching encouraged me to constantly develop new thinking and make progress in my studies. Her rigorous teaching attitude, profound academic skills and kind teaching style infected me, making me more calm, down-to-earth and confident in my study and life. In the future, I will continue the path of life more seriously.

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