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INVESTIGATION ANALYSIS OF MEDIA-BASED COMMERICIAL MARKETING, CONSUMING SCENARIOS AND CONSUMER BEHAVIORS

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AN INDIVIDUAL STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF COMMUNICATION ARTS GRADUATE SCHOOL, CHINESE INTERNATIONAL COLLEGE, DHURAKIJ PUNDIT UNIVERSITY

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Abstract

With the continuous development of today's media industry, more and more industries are promoting and marketing their own industries through media. In today's post-pandemic era, online shopping has become the first shopping method of consumers. This study mainly investigates college students, office workers and retirees in Shandong Province to explore the correlation between media-based commercial marketing, consumption situations and consumer behavior. The differences between gender, age and monthly income among these three groups will be carefully investigated, as well as the extent to which media-based commercial marketing and consuming scenarios influence consumer behavior. This study used a questionnaire survey method to survey and analyze college students, office workers and retirees, A total of 2,086 questionnaires were collected, including 1,067 from college students, 855 from office workers, and 164 from retirees. The results show that, Different demographic groups (college students, working professionals, retirees) exhibit distinct characteristics in terms of media-driven marketing of goods, consuming scenarios, and consumer behavior. College students and working professionals tend to rely on social media and online platforms for information, preferring online shopping and displaying both impulsiveness and stability in their consumer behavior. On the other hand, retirees lean towards traditional offline shopping methods, demonstrating a cautious and prudent approach. Gender and

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shopping preferences significantly influence these aspects, and there exists a positive correlation among these groups in terms of media-driven marketing and consumer behavior.

Keywords: Media-Based Commercial Marketing; Consuming Scenarios; Consumer Behaviors

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March 5, 2024

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CHAPTER 1

INTRODUCTION

The rapid development of the Internet has gradually brought the media industry into the limelight, and the marketing methods of various industries are very different from those of the past. In today's economic context, consumers' consumption situations and behaviors have also changed dramatically. Traditional marketing methods can no longer meet their growing needs, so companies must continue to innovate to adapt to the new market environment. Therefore, this paper will explore the relationship between media-based commercial marketing, consumer context, and consumer behavior in today's economic context. This chapter is organized into eight subsections for presentation.

1.1 Background of the Study

In the contemporary era of economic globalization and maturation, the media industry has gradually influenced the development of various industries, and the interactions between the media and various fields of society have become increasingly profound, forming an intricate web of influence. As a powerful driver of cultural and economic change, the media has permeated a number of fields, not the least of which are: academic research, mental health, cultural innovation, and shopping styles (Hancok et al., 2022), a phenomenon often referred to as medialization, an important paradigm in the socio-economic context that continues to redefine our lifestyles and consumption patterns. In recent years the global consumer context has changed due to the impact of the epidemic, and despite the previous dominance of offline shopping, medialization has contributed to a shift in consumer behavior towards a more digital and virtualized realm, where consumers are making online shopping without leaving their homes the first choice of consumers (Zhu et al., 2021).

This shift has been exacerbated by the emergence of global pandemics, which

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have brought consumers into a period of accelerated digital adoption, fundamentally altering consumption scenarios. Imposed embargoes and socially alienating norms catalyzed a shift in consumer behavior, making e-commerce the preferred mode of shopping (Wei et al., 2022). The post-pandemic context has cemented online shopping as an area of study to understand the changing dynamics of consumer behavior and the role of media product marketing in it. Therefore, this study attempts to quantitatively analyze the interplay between media, product advertising and marketing, and consumer behavior, with a focus on a specific geographic area - a city in Shandong Province. This particular focus will contribute to a nuanced understanding of the factors and patterns prevalent in the region.

The era of medialization has arrived with the widespread use of the Internet and the rapid advancement of technology. Zhang (2023) found through his research that many merchants have realized that marketing methods should not be limited to traditional marketing, but should continue to choose and explore marketing strategies that meet the market requirements. Nowadays, consumers are more inclined to compare and buy products online, and media-based commercial marketingmethods can help merchants to get more exposure and increase brand awareness. Through social media, advertising and other channels, not only can you reduce promotional costs, but you can also deliver product information to potential customers. Merchants can also build consumer loyalty by interacting with consumers and responding to their questions about the product and feedback on its use, thus enhancing brand trust (Liu et al., 2023). In addition, media-based commercial marketing communications can pinpoint and attract specific target audiences so that merchants can tailor their marketing strategies to the interests, behaviors, and characteristics of their consumers to increase sales (Yu, 2023).

Today, people are keen to do online shopping mainly because of its convenience, saving time and energy, which has become the main motivation driving consumers to shop (Bai, 2019). However, there are also many people who will choose offline shopping because offline shopping can personally feel whether the price of the product is suitable, whether the quality and material of the product is comfortable, etc.

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However, offline shopping is relatively time-consuming and laborious, so nowadays, most people will choose online shopping to reduce unnecessary shopping time. Because of the change in the consumer situation, which affects the overall sense of consumer experience, there is no restriction for online shopping to be able to buy products from different regions. Not only that, online shopping can enhance the consumer's understanding of this product through product illustrations, videos and text descriptions, but also online products will be updated faster than offline. Offline stores are able to understand the price and material of the product by feeling it in person, while online shopping sites provide consumer reviews of the product which are credible to a certain extent. Nowadays, many people are keen on online shopping because it is convenient, time-saving, labor-saving, and it also allows them to complete online payment (Zhang, 2018).

The rapid globalization of the economy and the media industry has dramatically changed consumer purchasing behavior, especially in the wake of the recent global health crisis, which has pushed consumers to shift to online shopping. Merchants can better understand their target audience, their needs, preferences, and purchasing habits by understanding consumers' purchasing behavior, which allows them to develop advertising, promotional, and marketing strategies to more effectively attract consumers to make purchases (Wang & Zhu, 2023). Despite the advantages of online shopping such as convenience, time-saving, and labor-saving, the problem lies in the persuasive nature of digital product advertising and marketing as well as the deceptive tactics often used to attract customers (Hao, 2023). Nowadays, with the booming of mediaization, businessmen use media platforms to attract consumers to buy through advertising planning and advertising creativity (Liu, 2023). Although online shopping is a very convenient platform for both merchants and consumers, but consumers can not touch and feel the product, but only through the advertisement of the product form and product information to make a purchase decision, due to the merchants of the advertisement is too attractive, regardless of this product for the consumers themselves to carry out the purchase of the product, which leads to impulsive consumer spending (Jing. 2018). However, some merchants who lack moral values take advantage of the fact that consumers are unable to touch the product to defraud consumers by couriering products that do not conform to the product information

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stated in the advertisement to consumers, leading to a bad consumer experience, which results in post-purchase regretful behavior (Xu, 2022).

1.2 Problem Statement

One of the most important promotional activities in marketing is advertising, which creates and disseminates messages to persuade the target audience to take a specific action. The goal of advertising is to increase brand awareness, promote products or services, and ultimately drive sales (Helmi et al., 2022). The ever-changing paradigm of today's media-based commercial marketingmeans that branded businesses are well aware of how they must engage consumers. Utilizing new media technologies to allow consumers to experience creative marketing content is key in the advertising planning process. Through the presentation of multiple contexts, consumers feel as if they are there, a strategy that captures their attention and stimulates the desire to buy (Liu, 2023). Not only that, major brands have abandoned the traditional commodity marketing model and have overhauled and innovated the advertising planning and creativity of their products to give consumers a new sensory experience. Therefore, when consumers find that the products they buy do not match the advertisements, they feel that their rights and interests have been harmed, which leads to regret, and consumer purchasing behavior is usually accompanied by regret (Geng et al., 2020).

While online shopping platforms provide a versatile medium for understanding product features through illustrations, videos, and descriptions, they also provide opportunities for manipulation and deception by unscrupulous merchants (Liu, 2020). Consumers tend to make purchasing decisions based on the media content presented, disregarding their personal utility and succumbing to impulse buying. This manipulation of consumer decision-making is a pervasive problem as it not only triggers consumer dissatisfaction and regret, but also promotes harmful consumption habits and challenges the ethics of product marketing. Therefore, this study aims to conduct a quantitative analysis of media-based commercial marketingto explore its impact on consumer behavior.

Different groups of people (college students, office workers, and retirees) show obvious characteristics and tendencies in their consumption behaviors. The college student group, due to their pursuit of novelty and curiosity, still spend a larger

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proportion on online purchases in spite of financial constraints (Chen, 2021). Due to the lack of experience, they are easily influenced by emotions and media commercial marketing and are more inclined to impulse spending (Meng et al., 2021). Commuters have to spend a lot of time on their work, and with time constraints they may not have much time to actively seek information and specialize in researching products (Li et al., 2020). Therefore commuters are more likely to be influenced by media advertisements, focus on convenience and time management, and are willing to pay higher prices for high-quality products (Wang et al., 2019). Retirees, on the other hand, prefer traditional media such as newspapers and magazines, tend to shop at large chain malls, and focus on shopping convenience and product quality (Zhang et al., 2022). The consumption behavior of different groups is influenced by a combination of factors such as age, economic status and life stage (Zhang et al., 2022).

At present, with the booming development of the media industry, scholars have studied the media-oriented advertising and marketing, consuming scenarios, and consumer behavior through different perspectives. As far as the domestic scholars are concerned, the ones related to the current research status of mediatized commercial marketing are: Wang (2021) takes Li's network live broadcasting with goods as an example, and through the means of new media, makes the marketing methods in today's new media environment become flexible and diversified. It makes full use of the innovative network technology and nowadays new media marketing mode to expand the network virtual market. According to Chen et al. (2018), although new media provides new ideas for traditional commodity marketing, there are inevitably some limitations, so we need to use new media marketing scientifically in order to maximize benefits and avoid potential risks. Related to the current state of research on consumer context, Lu et al. (2015) studied consumers' online and offline perceptions and purchasing behaviors during a typical shopping festival. On the basis of the consumer shopping attitude model, a sample of 182 consumers was surveyed on the perception variables and the study was conducted.

1.3 Objectives of the Study

Focusing on a city in Shandong Province, this study attempts to shed light on the dynamics of media-based marketing of commodity advertising, consuming scenarioss

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and consumer behavior in the contemporary digital environment. The current research goal is to conduct quantitative analyses to determine the current status of such phenomena among different demographic groups such as college students, office workers, and retirees. Our survey will scrutinize statistical differences among these groups in terms of gender, shopping preferences, and their respective interactions with media merchandising. In addition, we will seek to establish statistical correlations between media merchandising, consuming scenarioss, and consumer behavior. Finally, we will quantify the extent to which media merchandising and consuming scenarioss influence consumer behavior in order to reveal the scope of this media-centric business revolution. In view of this this study explores the quantitative research related to the study of media-based commercial marketing, consuming scenarios, and consumer behavior based on three groups: college students, office workers, and retirees in a city in Shandong Province. There are several purposes for the above：

1) To understand the current situation of college students, office workers, and retirees consumer groups in a city in Shandong Province with respect to media-based merchandising, consuming scenarios, and consumer behavior.
2) To examine the differences in the background variables (gender, shopping preference) of three groups of consumers: college students, office workers, and retirees, with respect to media-based commercial marketing, consuming scenarios, and consumer behavior.
3) Investigate the correlation between media-based advertising marketing, consuming scenarios, and consumer behavior

1.4 Research Questions

Based on the purpose of this study, the research questions are as follows:

1) What is the current situation of media-based commercial marketing, consuming scenarios, and consumer behavior of college students, office workers, and retirees in a city in Shandong Province?

2) Is there any difference in the background variables (gender, shopping preference) of the three consumer groups of college students, office workers and retirees on media-based commercial marketing, consuming scenarios and consumer behavior?

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3) Is there any relevance of media-based commercial marketingto the consuming scenarios and consumer behavior?

1.5 Significance of the Study

The development of the big data era has dramatically changed consumer shopping habits, with contemporary consumers favoring online shopping (Xue, 2023). Liu et al. (2020) pointed out that college students constitute a special group in social consumption, who are not only large in number, have a wide range of consumption and immediate purchasing power, but are also in the stage of transition to economic independence. Therefore, the shopping behavior of college students not only reflects the preferences of those consumers who are not yet fully economically capable, but also demonstrates, to a certain extent, the shopping tendencies of economically independent individuals, which makes the consumption behavior and tendencies of college students strongly representative and has a guiding significance for the direction of China's future consumption development (Hou, 2020).

For the crowd of office workers, office workers are a large consumer group, especially in the process of modernization of the city, more and more people join the ranks of office workers and have a stable source of income, which makes them have a certain purchasing power in consumption. Therefore, the study of the consumption behavior of office workers can cover a wide range of consumer groups and has a strong representation (Wang et al., 2019).

With the development of society and the progress of technology, the consumption habits of retirees can also be transformed. In the past, they may prefer traditional offline shopping methods, but now with the popularity and convenience of online shopping, more and more retirees are also trying online shopping, and they are representative and have unique consumption habits and needs (Świda et al., 2017). However, due to the relatively older age of retirees, Hu et al. (2018), in their study of online shopping platforms for the elderly, stated that as the trend of population aging climbs in China, the material and spiritual needs of the elderly continue to grow, and due to the gradual decline of their physiological functions due to ageing, many of them become slower to move, and problems such as leg limitations are gradually emerging, which makes them unable to physically go to brick-and-mortar stores to to buy the goods they need. As a result, some retirees are learning to use electronic shopping platforms.

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Most of the current studies only focus on product marketing, consumption scenarios and consumer behavior of media by a single group, and it is more common to use college students as the research object (Wang et al., 2022). However, there may be different preferences and behavioral characteristics between different groups of people between online shopping, for example, between ages may lead to different consumption habits (Shi & Ding, 2010). Therefore, three groups of people were selected for this study, namely college students, office workers, retirees.

1.5.1 Theoretical Perspective

The current quantitative analytical study of media-based product marketing, consumption scenarios and consumer behavior in Shandong Province is an important academic addition to the understanding of medialization, globalization and emerging consumption patterns. By focusing on specific geographic regions and different demographic groups, this study helps to reveal the underlying factors that govern online and offline shopping behavior. In addition, in the era of big data, consumers may be influenced by excessive marketing advertisements and the use of misleading information in advertisements, leading to impulse purchases and post-purchase regrets, contributing to a broader exploration of the ethical implications of media product advertising, thus enriching the theoretical horizons of consumer psychology and digital marketing.

1.5.2 Practicality Perspective

From a practical perspective, this comprehensive study of media-induced consumer behavior in Shandong Province provides valuable insights for policymakers, advertisers, and e-commerce platforms. By quantitatively analyzing media marketing strategies and their impact on consumer purchasing decisions, this study provides a blueprint for ethical and effective advertising. In addition, the careful analysis of consumer preferences and behaviors will help companies adjust their marketing strategies to regional dynamics and increase consumer satisfaction and loyalty. The findings will also guide regulators to develop stringent measures to reduce fraudulent behavior and maintain the integrity of online commerce, thereby enhancing the overall consumer experience.

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1.6 Research Innovation

Currently, academics mainly focus on the research of college students in media-based commercial marketing, consuming scenarioss and consumer behavior, while relatively little has been explored for other groups. At the same time, existing research is often limited to the analysis of a specific single group of people, and fails to fully consider the responses of different social groups to media-based marketing, consuming scenarioss and consumer behavior (Wang et al.,2022). For example, Zhang et al. (2023) analyzed the influence of college students on the main features of consumer behavior between, the analysis results show that, in the college student population, the main features of consumption in general to maintain a medium level, especially female college students in the main features of shopping behavior after seeing the bandwagon live goods significantly more than male students. The factors may be related to the products chosen by college students. In this scholar's study, women are more likely to buy cosmetics and clothing, and it is easy to buy based on feelings, while men are more likely to buy electronic products, and consider more performance and parameters, and make a comprehensive pros and cons measurement.

Focusing on quantitative analysis of media-based product marketing and its impact on consumer behavior in Shandong Province, this study represents a major innovation in the field of media communication and consumer behavior research. The novelty of this study lies in the fact that it employs a comprehensive research methodology covering different demographic groups such as college students, office workers and retirees, thus providing a more comprehensive understanding of the impact of media on different social groups. This multidimensional approach to the study is critical in an era when medialization is profoundly affecting consumer patterns, which often leads to a critical shift toward digital and virtualized shopping experiences. The focus on Shandong Province provides a unique geographical perspective to the study. By delving deeper into a specific region, this study promises to yield detailed insights relevant to local and global understandings of the role of media in shaping consumer behavior.

The timing and context of this study underscores its importance. In the wake of the ravages of global pandemics, consumer behavior is rapidly evolving in favor of online shopping platforms. While this trend offers convenience and efficiency, it also poses challenges in terms of ethical marketing and consumer manipulation. This study

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aims to dissect these complex dynamics by analyzing how different demographic groups interact with media marketing and how this interaction shapes their consumption scenarios.

Overall, this study stands out for its comprehensive and innovative approach and promises to make significant contributions to the fields of media communication, consumer behavior and digital marketing. Its findings are expected to provide valuable insights for academic research and practical application of marketing strategies, especially in a world increasingly dominated by digital and media-driven consumer interactions.

1.7 Research Process

Firstly, the research topic and content of this study were identified. Subsequently, the literature was read to understand the development of social media shopping and the current status of online shopping for various groups of people, and the research background, research objectives, research questions and research hypotheses of this study were proposed. A questionnaire survey on the consumption behavior of media-based goods was designed for three groups of people: college students, office workers and retirees. After the literature and data collection, the data were analyzed, organized and discussed to draw conclusions and recommendations as shown in Figure 1.1 in the following page.

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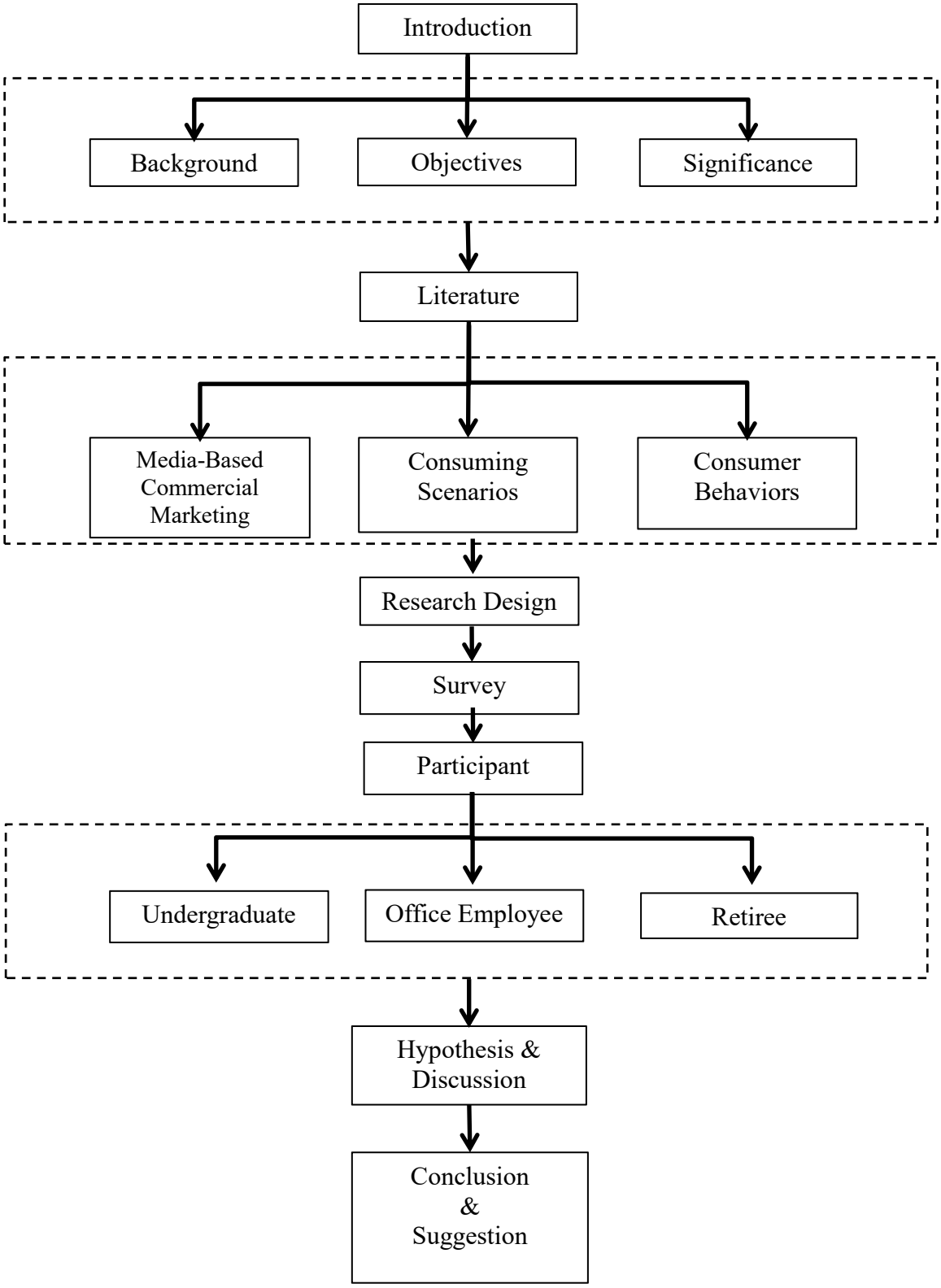
Figure 1. 1

Research Process



Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

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CHAPTER 2

LITERATURE REVIEW

In this chapter, the literature is explored to define, organize and review the literature on media-based commercial marketing, consuming scenarios and consumer behavior respectively, to establish a complete research framework and understand the relationship between the three variables. This chapter is divided into five subsections, the first subsection is the related theoretical concepts; the second subsection is the media-based commercial marketing theory; the third subsection is the consuming scenarios theory; the fourth subsection is the consumer behavior theory; the fifth subsection analyzes the relationship between media-based commercial marketing, consuming scenarios, and consumer behavior, and puts forward four hypotheses of this study.

2.1 Principal Theoretical Concepts of the study

2.1.1 Theory Related to Media-Based Commercial Marketing

With the rise of the information age, more and more people choose to replace traditional physical consumption through online shopping, thus saving a lot of time and cost of living, leading to the change of many traditional marketing models, so that the media-based means of commercial marketing of goods have become mainstream (Wang, 2021). The psychological concept of the mindstream experience was originally proposed by Csikszentimihalyi in 1975. When individuals fall into the mindstream experience, they feel that the process of work, learning and other activities is full of pleasure, and this pleasure is not related to factors such as the external environment. This state can effectively enhance the quality and efficiency of learning, working and other activities (Pan, 2023). Pan (2023), in analyzing the current situation of the development of commercial marketing of goods under the new media, believes that some companies do not make timely use of new technologies as well as the marketing means are too single, which leads to a lack of freshness and experience for consumers, and it is difficult to form a mind-flow experience.

College students usually show fashion sensitivity to media-based goods, and the mindstream experience may be a highly influential factor for advertising and media strategies that appeal to them (Zhang, 2023). When college students feel that

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media-based goods fit their personal interests and values, they are more likely to fall into a state of mindstream, which in turn enhances their identification with the goods and their desire to purchase them (Yang et al., 2021). For office workers, they seek relaxation and enjoyment in their lives, so the marketing advertisements of commodities can be given to the office workers as a group of people who are more effectively prompted to make positive consumption decisions (Luo et al., 2023). For retirees, the shopping experience is particularly important in terms of service in addition to the product itself. Good after-sales service, the comfort of the shopping environment, and personalized care during the shopping process can prompt the elderly to reach the state of heart flow more easily (Gao, 2019).

2.1.2 Theory Related to Consuming Scenarios

Seeman proposed the concept of alienation in 1959, from the perspective of social psychology, alienation refers to some kind of dissatisfaction, segregation or estrangement that an individual develops towards the things in the surrounding environment, which mainly includes negative feelings such as sense of meaninglessness, sense of normlessness, sense of powerlessness, sense of social isolation and sense of individual isolation. Zhou (2023), based on the research results of previous researchers, argued that in the digital consumption situation, customers have left the real purchasing link, obtained the information about the goods from the illusory cyberspace, and re-purchase the decision. This situation leads to a negative sense of alienation, and data analysis shows that online alienation has a significant negative effect on online shopping experience.

In a digital consuming scenarios, people with different social identities may experience different feelings of online alienation because of their position in online shopping. For example, college students may experience alienation due to the virtual nature of interactions when conducting online shopping, which can affect their attitudes and satisfaction with the online shopping experience (Chen, 2011); office workers may experience alienation due to long hours of online shopping at work (Gao et al., 2020); and retirees may feel alienated due to unfamiliarity with technology (Gao, 2019).

2.1.3 Theory Related to Consumer Behaviors

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The S-O-R model is widely used in the behavioral sciences to examine consumer behavior (Van-Zeeland & Henseler, 2018), assuming that the stimulus is the factor that evokes the organism's response (Matos & Krielow, 2019).Woodworth (1929) first proposed the S-O-R model based on the traditional stimulus response theory. Subsequently, Mehrabian and Russell (1974) theoretically extended the model and Jacoby (2002) modified it by adding an organismic element between stimulus and response. The model constructs a mechanism to explain human behavior by analyzing human cognitive and affective states influenced by environmental stimuli (Shah et al., 2020).

The model interprets stimuli as environmental factors that give rise to internal organism states (Song et al., 2021). Prior research on live streaming commerce has shown that real-time interactions between viewers and live streams in live streaming give viewers a strong sense of presence and satisfy their needs, which in turn influences the attitudes and behaviors of potential consumers (Gao et al., 2018). Organism refers to the emotional and cognitive mediated states of human beings, which regulate the impact of stimuli on individual responses (Wu & Li, 2018) Emotional state is the emotional response that an individual has after being stimulated by the environment (Sun & Zhang, 2015), whereas cognitive state is related to the mental processes that take place when confronted with a stimulus (Fu, 2018). Reaction is defined as the final decision and behavior of an individual based on emotional and cognitive states (Sherman et al., 1997). There are three main consumer behaviors in e-commerce , i.e., purchase intention, unplanned purchase intention, and return intention (Koufaris, 2002).

2.2 Media-Based Commercial Marketing

2.1.1 Concepts and Definitions

The term media was first coined by the American Library Association in 1943 in the Post-War Guide to Public Libraries to describe the material tools used in the process of information transmission, mainly tools like the Internet, which are responsible for transferring information from the transmitter to the receiver. Media are the various forms of material carriers used in the process of information dissemination or information transfer (Wijaya & Sisca, 2020). Advertising and marketing of goods refers to the means of communication used by firms to market

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their products and services in order to promote sales, increase awareness, attract new customers maintain the loyalty of existing customers and attract potential customers (Tsang, 2020). In Xue's (2023) study, she provides a clear definition of media-based advertising and marketing, this use of social media platforms as the main channel to promote products or services by posting advertisement content, interacting with users, and sharing brand information. Through the commodity's own marketing communication channels, this type of promotion can accurately convey the advertising message to consumers.

In the foreign academic field for media marketing, Chan et al. (2011) considered marketing as a set of Internet-based applications through which individuals and groups of people access what they need and want through a social and management process that enables interaction, communication, collaboration user-generated content, and sharing of information such as ideas, opinions, content, and relationships. Tuten et al. (2016) consider marketing as the use of social media technologies, channels, and software to create, deliver, and exchange products that are valuable to an organization's stakeholders.

The traditional way of marketing products is considered to be slow in terms of the speed of information dissemination and limited in terms of service coverage. However, with the rapid development of technology and the rise of e-commerce, online shopping has become a popular choice for consumers. This new trend shows that people prefer to shop online without having to physically visit physical stores (Ge & Sun, 2017). In addition, the rise of online shopping has provided consumers with the opportunity to express their views freely on various media platforms. This change provides an innovative technological foundation for the development of media and merchandise advertising and marketing. Yang et al. (2018) pointed out in their study that in the era of self-media, commodity advertising and marketing has unique advantages, which has given rise to the O2O e-commerce model, making the mode of commodity sales more diversified and free, which not only establishes an emotional bond between merchants and consumers, but also brings great commercial value. However, media-based commercial marketingalso has certain shortcomings, Chen (2020) believes that, for enterprises, some enterprises do not have a comprehensive understanding of media advertising and marketing, resulting in not grasping the network communication which is now extremely fast, resulting in no way to retain old

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customers and no way to retain new customers。Not only that, consumers pay more attention to the quality of products, even if the marketing is done well, no good quality assurance can not be accepted by consumers. In focusing on quality at the same time, but also need to cultivate marketing and promotion of talent, these talents play a driving role in this field, but now this aspect of the current relative lack of professionals. Enterprises need to invest a lot of resources to cultivate this kind of technical talents to meet the needs of the market. The similarities between different scholars' understanding of media-based commercial marketingindicate that today's media-based approach not only realizes the interconnection of global information, but also brings a new way of thinking about the traditional mode of commodity marketing. Media has become an indispensable part of people's daily life, and at the same time, it creates the advantages of economies of scale and real-time interaction, and provides brand-new communication channels and service possibilities for merchandise marketing.

2.2.2 Correlation Scales for Media-Based Commercial Marketing

Raji et al. (2018) in their study identified four types of marketing communication in media: advertising, promotion, interactive marketing and word-of-mouth and assessed the validity and reliability of social media marketing communication measurement scales. The study focused on the validity and reliability stages of the scale by reporting the findings of content validity, face validity and internal consistency of the media marketing scale. The content validity and face validity of the items and scales were examined by calculating item-level and scale-level CVIs from the ratings of seven experts, resulting in a questionnaire scale that contained four dimensions of social media advertising, social media promotions, social media interactive marketing, and social media word-of-mouth, totaling 34 questions. Among them, there are 8 questions on social media advertising, 9 questions on social media promotion, 8 questions on social media interactive marketing, and 9 questions on social media word-of-mouth. Based on the data analysis it was confirmed that there is a relationship between the dimensions of social media marketing communication; social media advertising, social media promotion, social media interactive marketing and social media word of mouth. The social media advertising, social media promotions, social media interactive marketing and social media word of mouth

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Cronbach's alpha values were 0.887, 0.880, 0.841 and 0.895, respectively, which indicates that the internal consistency of these items is acceptable.

Social Cognitive Theory (SCT) is used to explain how individuals understand their own and others' behaviors, feelings, and thoughts through social interactions and experiential learning (Guo, 2017). Based on Social Cognitive Theory (SCT), Chang (2022) constructed a model aimed at exploring the impact of social media advertising and marketing innovations on word-of-mouth communication. The results of the study showed that topic marketing, narrative communication and short video marketing had an impact on consumers' word-of-mouth communication about brands. The questionnaire scale contains eight dimensions, including topic marketing, narrative communication, short video marketing, word-of-mouth communication, personalized demand, nostalgia tendency, diversified seeking demand and cognitive fluency, with a total of 30 questions. Among them, there are three questions each on topic marketing, narrative communication and short video marketing, five questions each on word-of-mouth communication, and four questions each on personalized demand, nostalgia tendency, diversified seeking demand and cognitive fluency. The reliability of each dimension is higher than 0.70, and the reliability of the combination of these variables is also higher than 0.70, so the scale has good reliability. Cognitive fluency acted as the main explanatory mechanism and played an important mediating role in these influence processes.

2.2.3 Empirical Studies Related to Media-Based Commercial Marketing

With the continuous evolution of the Internet, media-based shopping has brought a brand new shopping experience to consumers, and this trend has received extensive attention from academia and the industry, with major brands integrating into the wave of media-based advertising and marketing.

Nowadays, new media has become the focus of social attention, and people can get the information and services they need anytime and anywhere through computers, cell phones and intelligent terminal devices. Enterprises have also successively promoted their advertisements through WeChat, Weibo and other media platforms (Ren, 2019). Feng (2023) believes that the emergence of new media has redefined the diversity of advertising. In terms of advertising communication, it makes full use of the social media platform, a placement platform with great potential; in terms of

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advertising presentation, it focuses on precise targeting through big data technology; in terms of advertising content strategy, it adopts the form of storytelling narrative to convey indirectly, for example, presenting it in the form of advertising soft text, which is more likely to be accepted by audiences; and in terms of advertising creativity, it enhances the audience's viewing sense through rich visual and emotional designs In terms of advertising creativity, through rich visual and emotional design, the audience's viewing experience is enhanced and the audience's emotional resonance is fully mobilized.

Online shopping platforms provide an interactive communication platform to brands and consumers with key features such as socialization, sharing, and communication (Xu, 2017). Consumers can share their opinions and experiences of brands, products or services on the platform at any time. This sharing of information is not only limited to negative opinions, but positive comments and recommendations can also spread quickly on social media, thus positively influencing the brand. This word-of-mouth communication can expand the scope of influence in a short period of time, earning more trust and recognition for the brand (Zhao, 2018). Media-based commercial marketingprovides a communication platform for real-time interaction and communication between brands and consumers. Whether it is online chatting, leaving comments, or interacting through live streaming, this helps to give consumers a deeper understanding of the brand, and at the same time, the brand can also better understand the needs and feedback of consumers. This two-way communication helps optimize products, services and marketing strategies to better meet consumer expectations (Chang, 2022).

2.3 Consuming Scenarios

2.3.1 Concepts and Definitions

In the book Consumer Behavior, the consuming scenarios is defined as the consuming scenarios is those factors that influence the purchase and use of products and services in addition to personal and product characteristics. And Fu Guoqun in Consumer Behavior (second edition) considers the use context includes the user's own state, the product itself and the external environment in addition to it (Phase, 2019). Michael R. Solomon, an American expert in consumer behavior, defines consuming scenarios as various factors that influence the purchase and use of products and

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services in addition to personal traits and product attributes (Wang, 2007). In consumer psychology, consuming scenarios is viewed as a series of intrinsic and extrinsic stimuli that stimulate consumers' physiological and psychological responses, including the environment or situation in which the consumer is located (Li, 2015). When we ignore the psychological elements inherent in every consumer behavior, the acquired elements, and the marketing factors that interact with consumers, we will find that another category of elements exists that is completely different from these factors, which is the consuming scenarios. Understanding the consumer context is extremely important for the development of business and marketing strategies, as different consumer contexts may influence consumers' purchasing decisions and consumption behaviors in different ways.

Today online spending has become an essential part of the consumer's life. With the continuous development of technology, more and more people choose to buy goods and services through the Internet. Online consuming scenarios refers to the ever-changing process of consumers' realization of online consumption in the Internet e-commerce environment, i.e., it includes human-to-human and human-computer interactions in the online consuming scenarios, as well as the causes, passages, and results of online consumption including consumers, and the online consumers' subjective construction of this interaction process (Song, 2016).

2.3.2 Correlation Scale for Consumption Scenarios

Yu et al. (2022) showed through their research that compared with offline consumption situations, online consumption situations have certain special characteristics, and online shopping can break the restrictions of time and space and stimulate consumers' stronger desire to buy. The scale of this study was developed in accordance with the DeVries Scale Development Guidelines, and the refinement and determination of specific scale topics were accomplished through in-depth interviews and expert meetings. The finalized questionnaire scale included nine dimensions, including product promotion, platform protection, commodity knowledge, marketing pressure, social pressure, time pressure, emotional pressure, purchasing power and recognition ability, and a total of 30 questions were designed. A five-point Likert scale was used to rate the dimensions from 1 (strongly disagree) to 5 (strongly agree). Reliability analyses were conducted for these dimensions, and the Cronbach' s α

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values for each dimension were above 0.80, indicating that the scales had high reliability。

Dong et al. (2020) constructed and tested a scale to evaluate consumers' offline experience behavior in the context of online shopping by combining the results of field interviews and questionnaire research. The scale covers four main aspects: sensory experience, knowledge experience, experimental experience, and emotional experience, and consists of a total of 12 questions, with each aspect containing three questions respectively. Participants were evaluated based on a seven-point Likert scale. By analyzing the data from 375 questionnaires, it was found that Cronbach' s alpha coefficients of the scale in assessing the dimensions of offline experience in the context of online shopping ranged from 0.748 to 0.867, and the composite reliabilities ranged from 0.794 to 0.855, which confirmed the high reliability of the scale in measuring offline experiences.

2.3.3 Empirical Studies Related to Consuming Scenarios

Belk proposed the context theory in 1975, which suggests that a context can be composed of five variables or factors, including physical environment, social environment, time, task, and prior state (Li et al., 2010). Cui et al. (2010) studied the influencing factors of consumer behavior based on the context theory proposed by Belk and found that the consumer's personal factors, product factors, social environment factors, economic factors, and marketing factors in the consuming scenarios have a significant influence on consumer behavior. According to Zhao et al. (2015), in online consumption situations, despite the fact that consumers are unable to directly utilize their senses such as touch, smell, and taste, it has been found that these sensory perceptions may play a role in online shopping and have an impact on consumers' purchase decisions. Based on both online and offline consuming scenarioss, Liu et al. (2020) conducted an empirical study to explore the relationship between college students' satisfaction and preference for shopping methods. The study found that college students preferred to do online shopping rather than choosing brick-and-mortar shopping. The study also found that college students' satisfaction with the service staff and shopping environment would make them prefer brick-and-mortar shopping, while when shopping online, they pay more attention to factors such as price and store policies.

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2.4 Consumer Behaviors

2.4.1 Concepts and Definitions

Among other scholars, Cao (2015) points out that consumer behavior occurs in a specific psychological context involving the acquisition and use of goods or services by consumers, including pre-decision-making and actual purchasing behavior. The formation process of consumer purchasing behavior is usually complex, the formation factors are closely related to the interaction between the individual and the environment, and often it is not a single factor that causes the consumer's purchasing behavior, but a combination of factors that make it happen (Liu, 2023). Consumer behavior, as described by Liu (2023) in his work, involves a series of activities in which an individual seeks, selects, purchases, applies, evaluates, and disposes of goods and services in order to satisfy his or her needs and desires.

The booming economy of the current society has led to a significant improvement in the quality of life of consumers, while shaping a major shift in their mentality, including personalized consumption, diversified consumption, changes in the consumption process, and increased brand attention (Tang, 2023). For consumer purchasing behavior, the influencing factors mainly include the participants of the purchase, the type of goods, the motivation, the time, the place, the quantity, and the way of purchase. When it comes to complex or high-value goods, consumers usually need to weigh and think deeply. Within the same product, there are multiple differences between brands, for example, higher-priced products may make consumers feel more at risk as they may lack knowledge and experience with the product, leading to more complex purchasing behaviors (Pan, 2022).

Based on the context of social media shopping, Xu et al. (2023) analyzed consumer behavior from the perspective of e-commerce models affecting consumer behavior with the following characteristics：

A. Consumer behavior is no longer bound by time and place, showing more freedom. Online shopping has not only increased consumer demand for product selection and purchase, but also significantly improved the convenience and diversity of shopping

B. Consumers' choices are more focused on meeting their service needs, with more initiative and diversity. In order to provide convenience, channels

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have taken measures and established effective mechanisms for interaction and communication with consumers

C. Consumer choice has become more convenient. By making full use of the resources of various media platforms and leveraging the Internet, big data and other information technology means, in-depth understanding of the actual needs of consumers and more scientific, rational and detailed analysis are conducted to provide products and services in a targeted manner, so as to make consumers' choices more convenient

D. Consumer behavior shows a trend of more emotionalization. Merchants recommend interested or hot-selling goods to consumers through big data analysis, prompting consumers to make impulse purchases; at the same time, faced with numerous choices, consumers may reduce comparisons due to psychological, brand and other factors, tending to make shopping decisions based on emotionality

2.4.2 Correlation Scale for Consumer Behavior

Through the study of influencing consumer behavior in the live e-commerce environment, Fu et al. (2023) concluded that live e-commerce nowadays, as an emerging e-commerce model, plays an important role for all aspects. This scale is based on existing literature studies at home and abroad, and combines the research characteristics and analysis of the current industry situation of live e-commerce, and after expert advice, the final scale involves five dimensions of perceived usefulness, ease of use, subjective norms, trust, and intention to use, with a total of 16 questions. Measured using a five-level Likert scale, the data were analyzed for reliability using SPSS software. The results showed that the Cronbach's α values for each latent variable exceeded 0.8, indicating that the reliability of the questionnaire scale was very good. Shi et al. (2018) constructed a model of irrational buying behavior from the perspective of vulnerability and developed a set of scales to assess consumer vulnerability. The first draft of the scale generated 102 questions based on literature review and in-depth interviews, which were reduced to 40 questions after expert screening. The scale contains seven dimensions, including product knowledge, advertising, social pressure, return policy, marketing and emotional pressure,

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discernment, and purchasing power, and was scored using a five-foot Likert scale, with very high overall reliability of the scale.

2.4.3 Empirical Studies Related to Consumer Behaviors

The EKB Model, or Consumer Decision Model, proposed by Engel , Kollatt and Blackwell in 1968 is one of the core theories of consumer behavior. In the decision-making process of consumers, it consists of the following five consecutive stages.

A. Problem Identification: At this stage, consumers may not think they are shopping. They consciously or unconsciously browse social media platforms and refer to their previous experiences. This stage is the first step in the consumer decision-making process and is the precursor to subsequent activities initiated by the consumer, such as information search and evaluation of alternatives
B. Information Search: After problem identification, consumers go shopping with the intention of buying and searching for information. They can purposefully search for product-related information through ratings and reviews. Consumers can make choices through their own internal experience, or if their internal experience is insufficient, they can search externally, e.g., friends and family, salespeople, and social media
C. Options Evaluation: Once information has been gathered, it is used by consumers to evaluate and assess the product options available to them in order to make a purchase decision. Options appraisal involves selecting alternatives and evaluating criteria, making comparisons once the criteria have been determined, and finally narrowing down the choices to make a final selection. Beliefs, attitudes, and intentions are formed at this stage and influence the subsequent purchase stage
D. Buying: Buying behavior is the last major stage in which consumers decide what to buy, where to buy, and how to pay. Some of the factors that influence purchasing behavior include time available for decision making, availability of information, shopping environment, attitudes of friends and family, and unforeseen circumstances such as product availability, and out-of-stock situations that may lead to reevaluation

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E. Outcomes (Post-Purchase Behavior): Consumers engage in positive or negative behaviors related to product satisfaction and react to them in online reviews. In subjective assessment, the results are compared to expectations as performing better than expected, in line with expectations, and performing worse than expected. Consumers who invest a lot of time, effort and money in their purchases may experience cognitive dissonance about whether they are making the right decision. This causes consumers to seek out useful information to minimize cognitive dissonance, either affirming their purchase decision or denying that it was an unwise choice

Liu (2022) realizes marketing strategy through big data research on consumer behavior and finds that in today's market environment, businesses are constantly evolving and consumers' purchasing behaviors are subjected to various degrees of changes in their personal purchasing power and shopping perceptions. Therefore, the use of big data to analyze consumer behavior can be used to dig deeper into their personal consumption characteristics, to understand information such as shopping preferences, needs and behaviors, and to conduct marketing promotions based on these insights, which can effectively improve the economic performance of enterprises. With the help of big data to study consumer behavior, enterprises can more accurately locate the market and make their products closer to consumers' needs.

Nowadays, with the rapid development of e-commerce, consumers can shop online anytime and anywhere, and in this situation, which is not limited by any space and time, consumers are more likely to form impulsive consumption (Li, 2022). E-commerce platforms can also conduct live sales, which is even more attractive to a large number of consumers to make purchases. Cai (2021) pointed out that in the field of live broadcast advertising, consumers are often subjected to external stimuli and temptations, so that it is easy to stimulate their desire to buy. The attractiveness of the price of goods and the personal image of the anchor show a positive correlation with the impulsive buying behavior of consumers. For anchors, excessive publicity needs to be avoided, while for consumers, self-control needs to be enhanced and reasonable financial planning needs to be carried out.。

This study occupies a unique position at the intersection of media studies, consumer psychology, and marketing, and promises to broaden our theoretical

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understanding of the relationship between media product marketing and consumer behavior. Currently, media influence theories (e.g., medialization) and consumer behavior theories provide the explanatory framework for our understanding of this phenomenon. However, there are gaps in the understanding of the interaction between media product marketing and changing consumer behavior, especially in the context of rapid digital transformation triggered by global pandemics (Li et al., 2022).

2.5 Empirical Research on Media-Based Commercial Marketing, Consuming Scenarios, and Consumer Behavior

2.5.1 Principal Variables in Research and Hypothesis

Nowadays, the rapid development and wide application of Internet technology has made media-based marketing tools have a very great impact on the life and consumption patterns of the general public (Cao, 2023). Zhou (2022) in his study pointed out the main factors and degree of influence of mediatized advertising and marketing on college students. The study shows that college students, as a stable and potential e-commerce user group, shopping on TaoBao, Jingdong and other platforms is the first choice of college students, and they tend to participate in product promotions in short videos or live broadcast ads. During the live broadcast, college students are susceptible to the anchor's influence and stimulating irrational consumption (Tao, 2023). Wan et al. (2023) found in their study that college students would be unconsciously attracted by the background music, backdrop and body language of the anchors in the live broadcasting room during the viewing of the live broadcasts, which shaped a pleasurable shopping atmosphere for the consumers and influenced the psychological state of the college students, leading to impulsive consumption behavior.

With the abundance and convenience of mobile new media devices, consumers have increasingly diverse ways of accessing shopping information, and mobile marketing has become one of the most direct channels (Choi & Lee, 2017). The development of mobile media relies on its advertising interaction with traditional media and cooperation between content providers, network operators and device manufacturers (Li, 2018). This type of communication responds instantly to user needs, and for consumers who focus on time management and convenience, fragmented commercials save time and provide valuable shopping information, which

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helps to increase user favorability (Hýblová, 2019). Commuters are the ones who have some income, so they pay more attention to the quality of services and products. Over time, their purchasing behavior will gradually become mature and steady due to the increase in experience, and commuters who have already started a family will gradually shift their shopping preferences from personal to family, and also pay more attention to buying practical products (Ramya & Ali, 2016).

For older retirees, Świda et al. (2017) found that retirees, who were exposed to social media technologies later due to issues such as age and living environment, may be cautious about the safety and trust of online shopping and pay more attention to the reliability of products and services. Therefore, retirees prefer traditional offline shopping methods where they can feel the suitability of the product first hand, and they also view shopping as a social activity, and offline shopping allows them to interact with sales clerks and other customers, increasing socialization opportunities (Wolf et al., 2014). To summarize the above, hypotheses are proposed:

H1: The current situation of media-based commercial marketing, consumption scenarios, and consumer behavior of college students, office workers, and retirees in a city in Shandong Province is as below:

1) H1a: Media-based commercial marketing: college students rely more on social media and online platforms; office workers focus on obtaining useful information; and retirees are relatively less dependent on social media
2) H1b: Consuming scenarios: college students commonly use online shopping; office workers tend to shop online; retirees tend to shop offline
3) H1c: Consumer behavior: college students are more likely to spend impulsively; office workers tend to shop steadily; retirees have more stable consumption behavior

2.5.2 Empirical Studies on Demographic Variables in the Study

With the widespread popularization and development of the Internet in China, college students are curious about new things and have strong learning ability, because college students have been at the forefront of technology, online shopping has been integrated into their daily life and become their main shopping method (Wu, 2019). In today's era of rapid growth of online consumption, it contributes a lot of

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power to the growth of China's Net-Celebrity economy, while Wang (2022) also found a direct correlation with context when analyzing the consumption habits of Chinese college students. The contextual factors that negatively affect college students' consumption in the Net-Celebrity economy system are mainly the marketing environment and service interactions with merchants. In the process of live broadcasting, Net-Celebrity often implement hunger marketing and give college students a psychological hint that they will be out of stock if they don't order in time, which makes college students unable to think carefully and form impulsive shopping behavior. In addition, in order to attract the attention of college students, webcasters often establish a close relationship with them, which leads to the possibility that many college students may make purchasing decisions unnecessarily, resulting in impulsive purchasing behavior.

Wang et al. (2019) categorized the working population into two periods: youth and middle-age, where the young working population retains the consumption habit of pursuing trendy products as they have just entered the society. However, impulse consumption is more common than planned consumption for this group. Although these consumers may have fixed working hours and stable incomes, their shopping behavior after work still shows impulsiveness, and they tend to buy products they like and are also keen on buying high-end fashion brands, thus the phenomenon of moonlighters is more common; whereas middle-aged office workers usually have already set up a family and have stable incomes. This group pays more attention to practical needs and tends to make planned purchases in order to consume rationally and avoid emotionally driven impulse shopping. They pay more attention to the practicality of shopping and tend to plan and consider carefully (Wu, 2018).

In contrast, the consumption patterns of older people are more conservative and fixed, and they adhere to well-established consumption habits. Older people tend to receive information through traditional media such as television and newspapers, and often rely on recommendations from family and friends. This information spreads in a small area and has a significant impact on the consumption decisions of elderly consumers (Su et al., 2022). From the perspective of advertising credibility, older people have rich shopping experience, but because today's online shopping cannot touch the products, and older people feel very averse to false advertising-type information. They prefer to choose products that can satisfy them based on extensive

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selection and careful judgment (Gao, 2019). However, nowadays, with the ever-changing times, the material and spiritual needs of the elderly are growing, and at the same time, due to the gradual decline of their physiological functions, they are unable to go to brick-and-mortar stores to buy their favorite products. Therefore, more and more companies are beginning to pay more attention to the online sales model for the elderly (Hu et al., 2018). Based on the abovementioned literature review, the current study formulated the other hypothesis as below：

H2:The background variables (gender, shopping preferences) of the study participants have differences for media-based commercial marketing, consuming scenarios, and consumer behavior

2.5.3 Empirical Correlational Studies among All Three Variables

The current development of information technology has greatly changed people's life and work patterns, and the consuming scenarios has gradually shifted from offline to online. Enterprises have subsequently adjusted their marketing strategies, shifting from traditional marketing to digital marketing, and utilizing media-based merchandising models to adapt to the characteristics of the digital economy (Huang, 2022). With the advantages of instant interaction and full openness, mediatized marketing provides consumers with broader consumption choices and marketing channels, and e-commerce live broadcasting has become a new channel for the online transformation of enterprises (Shen, 2023).

The media-driven advertising and marketing model has had an impact on traditional marketing methods, along with the emergence of social media, which has changed the way consumers communicate and influenced their purchasing behavior. Some consumers use social media to find products they are interested in or to search for information about products, while others compare prices and features between different products and brands. Consumers can access the information posted on social media anytime and anywhere, and at the same time, companies can use social media to release timely information about their products or discounts, so that consumers can generate purchasing behavior in the first place (Gao, 2022). Fu (2022) found that in the B2C environment, media-based commercial marketing has a positive impact on consumer purchasing behavior, and the unique advantages of the advertising model of media-based marketing determines its special value in the field of marketing, which

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can provide a good guarantee for the improvement of its market competitiveness. When consumers have a positive attitude towards media-based commercial marketing and recognize media-based marketing, their purchasing behavior will also increase positively.

Because of the high degree of virtuality and uncertainty in online consumption situations, regret often accompanies customers' impulsive shopping behavior. Regret emotion may have a negative impact on consumer behavior. In this case, regret may reduce consumer satisfaction. The decrease in customer satisfaction is triggered by the gap between the outcome of the chosen option and the expectation on the one hand, and the contrast between the outcome of the unchosen option and the chosen option on the other hand (Yu, 2020). A study by Lee (2022) found that external stimuli can have an impact on consumers' purchasing behavior, especially before the purchase decision. This researcher positively influenced consumers based on external factors such as quantity limits, time limits, and online reviews in online shopping festivals, which made them less concerned about possible anticipated regret, and the reduced anticipated regret in turn positively influenced impulse buying behavior. Taking Jingdong Mall as an example, Jin et al. (2023) explored the research on consumer impulse buying from various aspects, such as brand value perception, personal traits, price and promotion, time pressure, exquisite packaging, opinion leaders, product quality, and online reviews, and found that these characteristics can in turn influence consumers' buying behavior. For this reason, the current study proposed another hypothesis as follow:

H3: Media-based commercial marketing shows positive correlation on consuming scenarios, consumer behavior

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CHAPTER 3

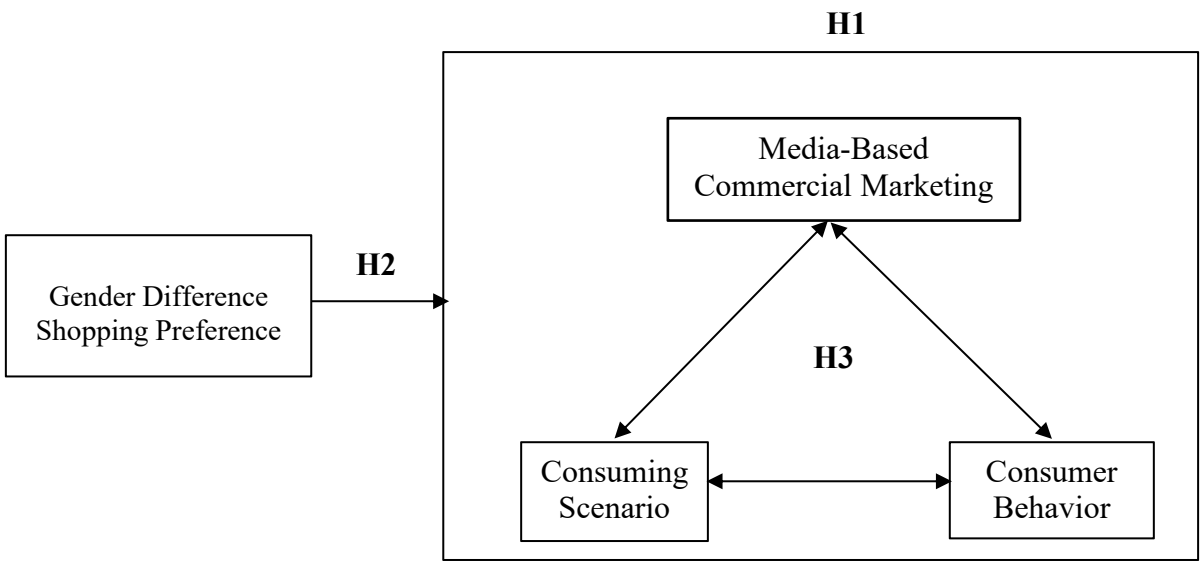
METHODOLOGY

This study adopts the method of questionnaire survey to analyze the data information obtained through quantitative statistics with the purpose of understanding the relationship between college students, office workers and retirees and media commoditization, consumption scenarios and consumer behavior in Shandong Province. A total of seven subsections will be illustrated in this chapter, Section 1: Research Framework Diagram, Section 2: Research Objects, Section 3: Questionnaire Survey Method, Section 4: Operational Definitions and Measurement Scales, Section 5: Item Pre-test Analysis, Section 6: Formal Questionnaire Analysis, and Section 7: Methods of Data Analysis.

3.1 Research Framework

Figure 3. 1

Research Framework Chart



Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

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3.2 Participants

This study takes college students, office workers and retirees in a city in Shandong Province as the research subjects (Ding, 2019). Nowadays, the standard of living is getting better and better, and the shopping styles of consumers from different groups of people have appeared to be different or even have changed greatly. The extensive research conducted in Shandong Province, which has a large population, is of great representativeness and research value (Xu & Pang, 2023).

As young people in the new era, the college student population seeks new things and is curious. Yan (2020) found that despite the economic constraints, about 88% of college students spend no more than 1,000 yuan on online shopping, while 80% of college students' monthly living expenses are between 1,000-2,000 yuan. This indicates that online shopping occupies an important proportion of college students' consumption under economic constraints. However, influenced by inexperience, college students may lack comprehensive consideration when making decisions and are easily tempted by emotions and novelty products in the media, leading to impulse buying. However, this group is more inclined to impulsive consumption than planned purchases (Guo et al., 2020); Wang et al. (2019) found that commuters are more susceptible to mediatized advertisements due to their work, which gives them less time. And office workers are constrained by their environment, such as work and family, so this group of people pay more attention to convenience and time management, so online shopping is more convenient for this group of people. And they have fixed income, quality, brand and service experience are more valued, so they may be willing to pay higher prices for convenience and high quality products; for retirees, this group of people are more likely to accept traditional media such as newspapers and magazines. Su et al. (2022) in their study of the consumer behavior of the elderly found that consumers in this group preferred to go to large shopping mall chains to make purchases. They trust large shopping malls because they are more transparent in terms of products and prices, so that older people are more concerned about the convenience of shopping and the quality of the products while catching up with the trends.

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3.3 Questionnaire Survey Approach

The questionnaire method is a widely used research method that implements survey research through data collection in the form of a questionnaire (Liu et al., 2018). A questionnaire is a way of recording questions or issues, usually presented in the form of a table, for a specific topic explored by the researcher. These questionnaires are distributed or mailed to people who are related to the topic of the study and answer the questions as required by the instructions for completion. Alternatively, they can be filled out face-to-face under the supervision of an instructor. (Zheng, 2014). In this study, questionnaires were used to collect data. This questionnaire is divided into two main parts: the first part is basic personal information. The second part consists of 40 questions related to media-based commercial marketing, consuming scenarios, and consumer behavior. The questionnaire is based on a five-point Likert scale, with options from 1-5 as strongly disagree, disagree, generally agree, agree, strongly agree, and strongly agree.

3.4 Operational Definitions and Measurement Scales

3.4.1 Demographic Variables

This study involves the relationship between three categories of people: college students, office workers, and retirees, and media-enabled advertising and marketing, consuming scenarios, and consumer behavior. The contextual variables of each category are different, college students include gender, whether they have part-time jobs during school, part-time income, and shopping mode, college students who have part-time jobs during school will have an extra income than other college students, and their shopping ability is relatively enhanced, they can dispose of their money more flexibly and get more shopping opportunities (Yan, 2020). Commuters include gender, position, income, and shopping style, which categorizes positions into staffed and non-staffed. Due to the relatively large salary gap between the staffed and non-staffed, their shopping levels are different (Liang, 2004). Retirees contain gender, age, and shopping styles; most of the retirees are elderly and their shopping styles are different from college students and young people. The study of these factors can provide a more comprehensive understanding of the shopping status of various groups of people in Shandong Province.

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3.4.2 Media-Based Commercial Marketing

A. Operational Definition

Marketing is a management process through which an individual or organization satisfies the needs and desires of customers and customer groups by creating, communicating, delivering, and exchanging products or services that provide value. The goal of marketing is to attract new customers while maintaining and increasing the satisfaction and loyalty of existing customers (Liu, 2023). Whereas, mediatized advertising and marketing is the use of various media channels and platforms to promote, advertise and sell goods using marketing strategies and techniques (Zhang, 2023). It has been suggested many times in the literature that today's media-based advertising and marketing, as an emerging marketing method, should actively use various means, such as live banding, microblogging and other platforms for advertising and promotion, to seize the opportunity for the development of the enterprise land to achieve the maximum benefit. Nowadays, the development of short video is also trusted by a large number of users, and the use of short video advertising and marketing is not limited by time and space, which can achieve a wider dissemination effect (Zhang, 2023). The survey on media-enabled advertising marketing covers the consumers' perception of advertisements on social media. In the questionnaire of this study for media-enabled advertising and marketing, media-enabled advertising and marketing is the main study of media advertising and marketing, and the dimensions of social media advertising are selected for the survey (Raji et al. , 2018). As shown in table 3.1.

Table 3. 1

Media-Based Commercial Marketing Scale

Dimension	Items
Social Media Commercial	1. Commercial on social media give me some new information
	2. Commercial on social media give me some useful information
	3. Commercial on social media give me some reliable information
	4. I think Commercial on social media are creative
	5. I think Commercial on social media are original
	6. Commercial on social media are different from competing brands
	7. The Commercial on social media helped me form an opinion
	8. I was persuaded by the Commercial on social media

Sources: Raji, R. A., Rashid, S. M., & Sobhi, I. M. (2017). Assessing validity and internal consistency of the social media marketing communication measurement scales. *e- BANGI*,*12*(3), 1-14. https://www.researchgate. net/publication/322329671_

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B. Instrument

The study referred to the social media communication measurement scale developed by Raji et al. (2018). The original scale is categorized into four dimensions: social media advertising, social media promotion, social media interactive marketing, and social media word-of-mouth. The importance of social media advertising in providing useful and credible information to consumers as well as increasing awareness of the advertised brand serves as an important communication tool that can be used to promote ideas, products, or services. The Cronbach' s α value for social media advertising in this scale is 0.887, which is credible. This scale utilizes the five Likert scales.

3.4.3 Consuming Scenarios

A. Operational Definition

Wang (2010) suggests in his study that "context" refers to a specific environment based on environmental factors and incorporating personal emotions and perceptions. The consumer context explored in this study covers both online and offline shopping. Online shopping breaks through the time and space constraints and allows consumers to purchase products anytime and anywhere. While offline shopping, as a traditional way of shopping, allows consumers to truly observe and touch the products, and can make better and more accurate purchase decisions by asking salespeople (Luo, 2017).Schmitt (1999) proposed experiential marketing, which, through the stimulation of the senses of sight, sound, smell, taste, and touch, allows consumers to experience the products and services through personal experience, in a more intuitive way to get in touch with the physical experience. This approach puts consumers more at ease in the purchasing process and directly perceives the qualities of the product or service. In this study, for the investigation of the consuming scenarios, this study includes both online and offline shopping, focusing on the four dimensions of sensory, cognitive, trial and emotional experience (Dong et al.,2020). As shown in Table 3.2.

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Table 3. 2

Consumer Offline Experience Behavior Scale in an Online Shopping Scenario

Dimension	Item
Sensory Experience	1. I looked closely at this product.
	2. I touched this product myself.
	3. This product impressed my senses.
Cognitive Experience	4. I learned more about this product from the salesperson.
	5. I listened carefully to other people's opinions about this product.
	6. I asked the salesperson for a lot of information about this product.
Experiencing	7. I tried this product.
	8. I felt the functions of this product for myself.
	9. I got relevant information by using this product.
Emotional experience	10. I have an emotional attachment to this product.
	11. I have strong feelings about this product.
	12. I think this product is perfect.

Source: Bin Dong, Tingyu Lu, Guijun Zhuang (2020). Design and test of consumer offline experience scale in online shopping context. Research on financial issues, (09), 114-121. DOI:10.19654/j.cnki.cjwtyj.2020.09.013.

B. Instrument

In this study, we refer to the study by Dong et al. (2020) and design a scale for assessing consumers' offline experience behavior in the context of online shopping. The internal consistency (α-value) of all dimensions in the online shopping context was above 0.7, indicating that the scale has a high degree of reliability.

3.4.4 Consumer Behavior

A. Operational Definition

Consumer behavior involves consumers' behavior and their decision-making process in the process of acquiring, using and disposing of goods or services (Gao, 2023). In this study, the investigation of consumer behavior contains the product promotion dimension (Yu & Luo, 2022), two dimensions of hedonism and cognition (Merdin , 2018), four dimensions of regret due to abandonment of choices, regret due to change in meaning, regret due to poor consideration, regret due to excessive consideration (Lee & Cotte, 2009), and two dimensions of rationality and impulsivity (Rook & Fisher, 1995). Fu (2021) study said that in the context of digital e-commerce, companies utilize image and video technology to promote their products and make consumer demanders actively watch advertisements through the Internet. The online consumption environment is unique and prone to make consumers have positive emotions and purchase intention due to marketing, leading to irrational purchase

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behavior (Yu & Luo, 2022). Product promotion plays a role in guiding and influencing consumers to make purchasing behaviors, so this dimension can be chosen to analyze whether consumers make irrational purchasing behaviors based on emotions and intuition.

Shi (2023) pointed out that among the factors of consumers' online consumption psychology and behavior, hedonism and cognitive factors are two important factors influencing impulse buying. Hedonistic consumers pay more attention to personal experience and satisfaction during online shopping rather than just focusing on material benefits. Keller (2009) pointed out in his study that cognition influences purchase decision, and consumer's knowledge and beliefs about a brand affects their evaluation and choice of the brand, which measures the decision-making and behavioral process of the consumer when making a purchase. The above two scholars have found that consumers may make impulsive purchase decisions due to the pursuit of pleasure and delight, while at the same time lack thoughtfulness in their purchasing behavior due to cognitive factors. Therefore, both factors may play a role in the process of impulsive buying (Merdin , 2018).

Consumers are accompanied by regret behavior when they engage in purchasing activities. These consumers have a herd mentality and they believe that following the masses in purchasing goods reduces the risk of purchasing, but they do not understand their real needs, which leads to the emergence of post-purchase regret behaviors (Lee, 2022).Connolly and Zeelenberg (2002) argued that an individual will experience regret because of A's assessment of the outcome and B's assessment of the process. The total regret experienced by the consumer after the purchase behavior is the sum of the qualification components, therefore, Lee and Cotte (2009) stated in their study that the post-purchase session of the consumer is categorized into four components, which are regret due to abandonment of the choice, regret due to change in significance, regret due to poor consideration, regret due to too much consideration.

According to Li et al. (2009), impulsive buying behavior is under the influence of external stimuli, the consumer's needs are rapidly stimulated, and quickly make a strong and impulsive immediate response, that is, immediately make a purchase. In their study, Liao and Yang (2023) pointed out that from a psychological point of view, rational consumption refers to the process of rational purchase decision-making by consumers based on their personal knowledge and perception, following the principle

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of utility maximization, provided that the financial conditions permit. The consumer behavior scale for this study is shown in Table 3.3.

Table 3. 3

Consumer Behavior Scale

Dimension		Item
Product Promotion	1.	If the product is endorsed by my favorite celebrity, I will not hesitate to buy it
Hedonism	2.	If I come across a product I really like, I won't hesitate to buy it
	3.	Suddenly buying things without a plan is pleasurable
	4.	I buy products to enhance my mood
	5.	I will buy products that I don't actually need
	6.	I will buy products when I am shopping at the mall
	7.	I will buy unplanned products
Cognitively	8.	If the product was exactly what I thought it would be, I would buy it immediately
	9.	If I thought the product was useful, I would buy it immediately
Regretful Behavior	10.	I should have chosen another product instead of the one I am buying now.
	11.	I regret the product choice I made
	12.	I now realize that I would have been better off with a different product
	13.	If I went back in time, I would have purchased a different product
	14.	I regret buying this product because it didn't seem as important as I thought it was
	15.	I regret buying this product because it seems useless now
	16.	I regret purchasing this product because it didn't have as good a mission as it could have
	17.	I could have made a better purchasing decision if I had done a better job of strategizing before purchasing
	18.	I don't think I gave enough thought to the purchase of this product.
	19.	I spent too much time on the purchase
Rational	20.	Plan most of my purchases carefully

Source: Yu, Yang and Luo, Weiyi (2022). Consumer vulnerability scale based on online irrational consumption scenario table development and empirical analysis. Investment and Entrepreneurship, (15), *144-148.* https://xueshu. baidu.com/ usercenter/paper /show?paperid=1a2b0es0pp3h0mn02d4v0xf09m552043

B. Instrument

This study first draws on Yu et al.'s (2022) consumer vulnerability scale based on online irrational consumption situations. The dimensions in the scale are nine dimensions: product promotion, platform protection, commodity knowledge, marketing pressure, social pressure, time pressure, emotional pressure, purchasing ability, and discrimination ability. The factor loadings of each dimension are above 0.70, which indicates that the scale has good internal consistency and high scale reliability. According to the consumer impulse buying behavior research of this study, so only the dimension of product promotion was selected for investigation.

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The second reference is the mixed methods development of Merdin (2018) Consumer Impulsive Buying Propensity Scale. The scale is composed of cognitive, lack, and hedonistic dimensions. The overall scale has a composite reliability of 0.724, and the reliability scores for the cognitive, lack of planning, and hedonistic dimensions are 0.748, 0.715, and 0.764, respectively. The overall reliability score of the scale satisfies the common threshold of 0.70. According to the consumer impulse buying behavior research of this study, therefore, only the dimensions of hedonism and cognition were selected for investigation. Again, reference was made to the Lee and Cotte (2009) Final Post-Purchase Consumer Regret Scale. The scale is composed of regret for abandoning a choice, regret for change in meaning, regret for not thinking about it enough, and regret for thinking about it too much. The Cronbach' s α value for each dimension of this scale is above 0.80, indicating high reliability of the scale. Finally, reference was made to Rook and Fisher's (1995) Impulse to Buy Scale. The scale consists of 9 questions, and the Cronbach' s α values are all above 0.80, which indicates that the reliability of the scale is high.

3.5 Pilot Study Analysis

The population surveyed in this study is of three categories. After the questionnaires were collected, 94 valid questionnaires were collected from college students' questionnaires, 94 valid questionnaires were collected from office workers' questionnaires, and 63 valid questionnaires were collected from retirees' questionnaires, which were analyzed for items. In this subsection, the reliability, validity and dependability of the pretest questionnaire will be analyzed, and the questionnaire has high stability when the Cronbach' s α value is greater than 0.7. The Cronbach' s α values of the questionnaire for college students, office workers, and retirees are 0.980, 0.978, and 0.921, respectively, which are greater than 0.7. According to the above data, the questionnaire items reach a significant level ($p < 0.001$), and the questionnaire used in this study demonstrates reliability, stability, and consistency in all indicators. As shown in Table 3.4.

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Table 3. 4

Sample analysis of pilot-test questionnaire

Group	Cronbach Alpha	KMO	Sig.
University students	.980	.856	.000
Office Workers	.978	.900	.000
Retirees	.921	.721	<.001

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

The corrected item-total correlation (CITC) of the pretest questionnaire was tested, as shown in Tables 3.5 and 3.6.

Table 3. 5

Pilot questionnaire CITC testing

Variable	CITC		
	University Students	Office Workers	Retirees
Media-Based Commercial Marketing 1	.805	.555	.577
Media-Based Commercial Marketing 2	.772	.724	.648
Media-Based Commercial Marketing 3	.829	.724	.666
Media-Based Commercial Marketing 4	.825	.615	.627
Media-Based Commercial Marketing 5	.816	.648	.687
Media-Based Commercial Marketing 6	.806	.620	.526
Media-Based Commercial Marketing 7	.835	.733	.511
Media-Based Commercial Marketing 8	.755	.651	.603
Media-Based Commercial Marketing 9	.800	.675	.652
Media-Based Commercial Marketing 10	.779	.690	.527
Consuming Scenario 1	.749	.776	.692
Consuming Scenario 2	.811	.700	.700
Consuming Scenario 3	.788	.790	.636
Consuming Scenario 4	.757	.786	.690
Consuming Scenario 5	.785	.740	.585
Consuming Scenario 6	.760	.748	.619
Consuming Scenario 7	.784	.717	.682
Consuming Scenario 8	.800	.791	.644
Consuming Scenario 9	.758	.776	.469
Consuming Scenario 10	.819	.810	.635
Consuming Scenario 11	.839	.791	.647
Consuming Scenario 12	.813	.790	.587
Consumer Behavior 1	.571	.641	.492
Consumer Behavior 2	.677	.698	.581
Consumer Behavior 3	.620	.703	.509
Consumer Behavior 4	.654	.636	.582
Consumer Behavior 5	.632	.614	.541
Consumer Behavior 6	.575	.624	.649
Consumer Behavior 7	.634	.573	.606
Consumer Behavior 8	.688	.642	.537
Consumer Behavior 9	.683	.586	.537
Consumer Behavior 10	.778	.769	.575
Consumer Behavior 11	.772	.767	.540

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

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Table 3. 6

Pilot questionnaire CITC testing

Variable	CITC		
	University Students	Office Workers	Retirees
Consumer Behavior 12	.596	.695	.524
Consumer Behavior 13	.716	.801	.592
Consumer Behavior 14	.724	.781	.690
Consumer Behavior 15	.697	.775	.629
Consumer Behavior 16	.749	.778	.563
Consumer Behavior 17	.618	.721	.620
Consumer Behavior 18	.642	.773	.568
Consumer Behavior 19	.569	.633	.605
Consumer Behavior 20	.593	.672	.314

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

Based on the above data analysis, we found that the data performance of the first and twentieth questions were meaningless during the survey process of the scale of consumer behavior. Therefore, it was decided to delete the first and twentieth questions in the scale of consumer behavior. Media-based commercial marketing 10 items, consumer context 12 questions, consumer behavior 18 items, a total of 40 items are the official questionnaire of this study.

3.6 Analysis of the Official Research Questionnaire

3.6.1 Reliability Analysis

After the formal questionnaires were distributed and their return completed, data analysis revealed a Cronbach's alpha of 0.953 for media-enabled advertising and marketing, 0.960 for consumer context, and 0.915 for consumer behavior. All these values exceed the threshold of 0.7, a result that attests to the high degree of consistency of the measurement tools used and helps to ensure the accuracy and credibility of the data obtained. As shown in Table 3.7.

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Table 3. 7

Summary of formal questionnaire reliability analysis

Variable	Item	Cronbach' s α
Media-Based Commercial Marketing	10	.953
Consuming Scenarios	12	.960
Consumer Behavior	18	.915

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

3.6.2 Exploratory Factor Analysis (EFA)

After detailed analysis of the formal questionnaire data, the KMO measures of media-oriented advertising and marketing, consuming scenarios, and consumer behavior are 0.964, 0.968, and 0.946, corresponding to a significance of 0.000; the KMO values of the three variables are significantly greater than 0.7, and their significance levels are 0.000, which suggests that the scales of the three variables selected for the factor analysis exhibit excellent applicability. This further validates that the measurement tools employed are highly accurate in effectively capturing information on media-enabled advertising marketing, consuming scenarios and consumer behavior. As shown in Table 3.8.

Table 3. 8

KMO validity test

Variable	KMO	Sig.
Media-Based Commercial Marketing	.964	.000
Consuming Scenarios	.968	.000
Consumer Behavior	.946	.000

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

For the corrected item-total correlations, the formal questionnaire was tested for CITC, as shown in Tables 3.9.

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Table 3. 9

Official Questionnaire CITC Test

Variable	CITC		
	University Students	Office Workers	Retirees
Media-Based Commercial Marketing 1	.730	.557	.691
Media-Based Commercial Marketing 2	.773	.564	.547
Media-Based Commercial Marketing 3	.774	.590	.615
Media-Based Commercial Marketing 4	.779	.573	.592
Media-Based Commercial Marketing 5	.781	.562	.667
Media-Based Commercial Marketing 6	.790	.546	.541
Media-Based Commercial Marketing 7	.792	.583	.518
Media-Based Commercial Marketing 8	.747	.536	.571
Media-Based Commercial Marketing 9	.802	.590	.521
Media-Based Commercial Marketing 10	.792	.594	.553
Consumer Behavior 1	.737	.633	.669
Consumer Behavior 2	.738	.602	.694
Consumer Behavior 3	.801	.633	.644
Consumer Behavior 4	.770	.643	.682
Consumer Behavior 5	.791	.621	.622
Consumer Behavior 6	.794	.604	.662
Consumer Behavior 7	.771	.609	.681
Consumer Behavior 8	.782	.631	.684
Consumer Behavior 9	.793	.626	.602
Consumer Behavior 10	.807	.623	.695
Consumer Behavior 11	.804	.619	.704
Consumer Behavior 12	.784	.635	.626
Consumer Behavior 1	.728	.535	.610
Consumer Behavior 2	.713	.519	.562
Consumer Behavior 3	.724	.605	.527
Consumer Behavior 4	.630	.578	.536
Consumer Behavior 5	.679	.508	.549
Consumer Behavior 6	.665	.619	.642
Consumer Behavior 7	.714	.653	.533
Consumer Behavior 8	.763	.643	.663
Consumer Behavior 9	.800	.550	.524
Consumer Behavior 10	.747	.657	.535
Consumer Behavior 11	.795	.651	.696
Consumer Behavior 12	.778	.687	.580
Consumer Behavior 13	.780	.637	.589
Consumer Behavior 14	.759	.655	.602
Consumer Behavior 15	.773	.517	.597
Consumer Behavior 16	.784	.649	.556
Consumer Behavior 17	.762	.637	.573
Consumer Behavior 18	.760	.653	.593
Consumer Behavior 12	.778	.687	.580
Consumer Behavior 13	.780	.637	.589
Consumer Behavior 14	.759	.655	.602
Consumer Behavior 15	.773	.517	.597
Consumer Behavior 16	.784	.649	.556

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

3.7 Data Analysis

This study was statistically analyzed using SPSS. The methodology was

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described as follows：

3.7.1 Descriptive Analysis

Descriptive statistical analysis, as the first step in data processing, aims to provide an in-depth understanding of the underlying characteristics and structure of the data. After this step is completed, the researcher is able to fully grasp the data and lay the foundation for further complex analysis (Zhang, 2018). Through this analysis, this paper conducts a preliminary inquiry into the relationship between different groups in media-enabled merchandising, consumption scenarios and consumption behaviors, aiming to verify Hypothesis 1.

3.7.2 ANOVA

Analysis of variance (ANOVA) is a statistical method that can be used to test whether the means of two or more groups are significantly different (Thango, 2022). In this study, independent samples t-test was used to analyze the differences between the background variables (gender, shopping preference) of three consumer groups, namely college students, office workers, and retirees, with respect to media-enabled advertising and marketing, consumer context, and consumer behavior, in order to test the Hypothesis 2 proposed in this study.

3.7.3 Reliability Analysis

The stability and reliability of a comprehensive assessment system is evaluated through reliability analysis. Cronbach's α values above 0.9 show extremely high reliability; values between 0.7 and 0.8 are informative; and values below 0.7 indicate deficiencies in the scale design (Bonett & Wright, 2015).

3.7.4 Exploratory Factor Analysis (EFA)

Exploratory factor analysis aims to identify potential variables behind the observed variables in order to reduce the dimensionality of the data and find the key factors that can explain most of the variance (Luo et al., 2011). KMO values and Bartlett's test of sphericity need to be assessed before conducting exploratory factor analysis, and factor analysis can only be conducted if the KMO value exceeds 0.7 and the Bartlett's test is significant (He, 2010).

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3.7.5 Pearson Correlation Analysis

Pearson's correlation coefficient is used to determine the strength of correlation between two variables and takes a value ranging from -1 to 1. In correlation analysis, the p-value indicates whether there is a significant correlation between the two variables, the p-value less than 0.05 means there is a significant correlation between the two variables. And also observe the directionality of the correlation coefficient, i.e., whether the two variables are significantly positively or significantly negatively correlated (Chen et al., 2016). This study analyzes the correlation of the three variables in order to test Hypothesis 3 proposed in the current study.

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CHAPTER 4

RESULTS

This chapter is divided into five subsections. Firstly, descriptive statistics are performed to analyze the means and verify H1 proposed in this paper; again, ANOVA is performed to verify H2 proposed in this paper; finally, correlation analysis is performed to verify H3 proposed in this paper, and the results of all hypotheses are summarized and organized.

4.1 Descriptive Analysis of Research Sample

In this investigation, 1,067 college students were surveyed, with a slight majority of responses from women (51.5%) and men comprising 48.5%. Among these students, 78.4% reported a preference for online shopping. The study also encompassed 854 office workers, with women representing 54.3% and men 45.7% of the cohort, 69.7% of whom preferred online shopping. Additionally, 164 retirees were surveyed, with a distribution of 56.7% women to 43.3% men; notably, 64.0% of this group expressed a preference for offline shopping. This data is summarized in Tables 4.1 and 4.2, which detail the distribution of background variables across the three demographic groups under study.

Table4. 1

Frequency Data of background variables for college students

	Background Variable	Frequency	Percentage	Valid Percentage
Valid	Male	518	48.5	48.5
	Female	549	51.5	51.5

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

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Table4. 2

Frequency Data of background variables for office workers

	Background Variable	Frequency	Percentage	Valid Percentage
Valid	Male	390	45.7	45.7
	Female	464	54.3	54.3

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

Table4. 3

Frequency Data of background variables for retirees

	Background Variable	Frequency	Percentage	Valid Percentage
Valid	男	71	43.3	43.3
	女	93	56.7	56.7

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

4.2 Descriptive Analysis

According to the research question 1 of this study: what is the current situation of media-based advertising and marketing, consuming scenarios, and consumer behavior of college students, office workers, and retirees consumer groups in a city in Shandong Province. In this subsection, the data will be analyzed from the mean and standard deviation of the variables of the three groups. Among college students, the mean value of media-based advertising and marketing is 3.566 (X=3.566, SD=1.084, N=1067), the mean value of consumer context is 3.615 (X=3.615, SD=1.055, N=1067), and the mean value of consumer behavior is 3.608 (X=3.608, SD=1.046, N=1067).), through this survey found that the mean values of the three variables of the college student group are in the medium to high level, indicating that college students are more inclined to rely on social media platforms and online platforms to obtain information, widely adopt online shopping methods, and show a certain impulsive tendency in consumer behavior.

Commuters in comparison to college students may differ in details due to their different life stages and experiences. Through the data, it is shown that the mean values of media-based advertising and marketing (M=3.674, X=3.674, SD=3.629, N=855), consumer context (M=3.615, X=3.629, SD=0.919, N=855), and consumer behavior (M=3.716, X=3.716, SD=0.452, N=855) are all showing a moderately

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skewed. This trend suggests that office workers prefer social media platforms as the main channel for obtaining useful information, tend to adopt online shopping, and show relative stability in consumer behavior.

Compared with the college students and office workers groups, the retiree group shows different consumption characteristics from other consumer groups. The data of the retiree group showed that the mean values of media-enabled advertising and marketing, consuming scenarios and consumer behavior were 3.442 (X=3.442, SD=0.871, N=164), 3.406 (X=3.406, SD=0.933, N=164) and 3.127 (X=3.127, SD= 0.553, N=164). The moderately low mean indicates that retirees rely relatively less on social media, prefer offline shopping options, and show a more consistent trend in their shopping behavior.

From the above analysis, the hypothesis H1 proposed in research question 1 is that the current situation of media-based advertising and marketing, consuming scenarios, and consumer behavior of college students, office workers, and retirees in a city in Shandong Province:

H1a: Media-based advertising and marketing: college students rely more on social media and online platforms; office workers focus on obtaining useful information; retirees are relatively less dependent on social media.

H1b: consumer context: college students commonly use online shopping; office workers tend to shop online; retirees tend to shop offline.

H1c: Consumer behavior: college students are more likely to spend impulsively; office workers tend to shop steadily; retirees have more stable consumption behavior. Based on the analysis of the above data, therefore H1 is valid, as shown in Table 4.4.

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Table4. 4

Descriptive Analysis

Group/Variables	Mean	SD
College Students		
Media-based commercial marketing	3.566	1.084
Consuming Scenarios	3.615	1.055
Consumer Behavior	3.608	1.046
Office Workers		
Media-based commercial marketing	3.674	.889
Consuming Scenarios	3.629	.919
Consumer Behavior	3.716	.452
Retirees		
Media-based commercial marketing	3.442	.871
Consuming Scenarios	3.406	.933
Consumer Behavior	3.127	.553

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

4.3 ANOVA

According to the research question two of this study: the background variables (gender, shopping preference) of the research participants are statistically different for media-enabled advertising and marketing, consuming scenarios, and consumer behavior are all respectively. In this subsection, one-way independent samples ANOVA test analysis will be used to analyze the differences of the background variables on the three variables. In analyzing the gender and shopping preferences of the study participants on media-enabled advertising and marketing, consuming scenarios, and consumer behavior, the results of the data analysis show significant differences. As far as gender is concerned, the results of the study show that there is a significant difference between genders on media-enabled advertising marketing ($F=2.677$, $p<0.001$) consuming scenarios ($F=1.789$, $p<0.001$) as well as consumer behavior ($F=1.658$, $p<0.001$). This demonstrates the profound impact of gender on media-enabled advertising marketing and related consumer behavior.

The results of the data analysis of the one-step observation shopping preferences likewise indicated significant differences. There are significant differences in the influence of media-enabled advertising and marketing ($F=1.538$, $p=0.017$), consuming scenarios ($F=1.662$, $p=0.003$) and consumer behavior ($F=1.346$, $p=0.031$). This implies that consumers' shopping preferences not only play an important role in choosing goods, but also have a significant impact in the marketing and consumption

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process of media-enabled advertising. This leads to the hypothesis H2 as the background variables (gender, shopping preference) of the research participants have differences for media-enabled advertising marketing, consuming scenarios, and consumer behavior respectively. Based on the analysis of the above data, therefore H2 holds, as shown in Table 4.5.

Table4. 5

ANOVA Results of Demographic Variables

Demographic	Variable	Square S.	DF	MS	*F*	*p*
Gender	Media-based commercial marketing	25.848	40	.646	2.677	<.001
	Consuming Scenarios	21.012	48	.438	1.789	<.001
	Consumer Behavior	28.288	70	.404	1.658	<.001
Shopping references	Media-based commercial marketing	12.408	40	.310	1.538	.017
	Consuming Scenarios	16.015	48	.334	1.662	.003
	Consumer Behavior	18.987	70	.271	1.346	.031

**The mean difference is significant at the .05 level.*

4.4 Pearson Correlation Analysis

According to the research question three of this study: whether there is any statistical relevance of media-enabled advertising and marketing on consuming scenarios and consumer behavior. This subsection will test this through correlation analysis. Among college students, the data show a significant positive correlation between media-based advertising and marketing, consuming scenarios, and consumer behavior. This indicates that college students are more susceptible to the influence of media-enabled advertising and marketing, and that there is a close relationship between their shopping behavior and the consuming scenarios in which they live as well as individual consumer behavior as shown in Table 4.6.

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Table4. 6

Correlation analysis table for college students

Group	Variable		Media-based Commercial Marketing	Consuming Scenarios	Consumer Behavior
College Students	Media-based Commercial Marketing				
	Consuming Scenarios	Pearson correlation	.802**		
		Sig. (two-tailed)	<.001		
	Consumer Behavior	Pearson correlation	.698**	.711**	
		Sig. (two-tailed)	<.001	<.001	

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

As for the group of office workers, the same statistical results show a significant positive correlation between media-based advertising and marketing, consuming scenarios, and consumer behavior. In this group, media product marketing plays a positive role in the consuming scenarios and guides consumer behavior. Commuters are more likely to obtain product-related information from media channels due to work pressure and time constraints, and this information often directly affects their consumption behavior. As shown in Table 4.7.

Table4. 7

Correlation analysis table for office workers

Group	Variable		Media-based Commercial Marketing	Consuming Scenarios	Consumer Behavior
Office Workers	Media-based Commercial Marketing				
	Consuming Scenarios	Pearson correlation	.515**		
		Sig. (two-tailed)	<.001		<.001
	Consumer Behavior	Pearson correlation	.251**	.277**	
		Sig. (two-tailed)	<.001	<.001	

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

Looking further at the retiree group, statistical analysis also reveals a significant positive correlation between these three variables. Compared to the younger group, retirees show a more pragmatic and stable consumption behavior and they show a more moderate tendency to be influenced by media-oriented advertising and marketing as shown in Table 4.8.

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Table4. 8

Correlation analysis table for retirees

Group	Variable		Media-based Commercial Marketing	Consuming Scenarios	Consumer Behavior
Retirees	Media-based Commercial Marketing				
	Consuming Scenarios	Pearson correlation	.512**		
		Sig. (two-tailed)	<.001		
	Consumer Behavior	Pearson correlation	.370**	.481**	
		Sig. (two-tailed)	<.001	<.001	

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

Based on the correlation study of the three categories, the hypothesis H3 is proposed as the positive correlation of media-enabled advertising and marketing on consuming scenarios and consumer behavior. According to the above data analysis, so H3 is accepted.

4.5 Results of Hypothesis Validation

After analyzing the data above, all three hypotheses proposed in this study are valid, as shown in Table 4.9.

Table4. 9

Table of results of research hypothesis validation

Research Hypothesis	Results
H1: The current situation of media-based commercial marketing, consuming scenarios, and consumer behavior of college students, office workers, and retirees in a city in Shandong Province	
H1a: Media-based commercial marketing: college students rely more on social media and online platforms; office workers focus on obtaining useful information; and retirees are relatively less dependent on social media	Accept
H1b: Media-based commercial marketing: college students rely more on social media and online platforms; office workers focus on obtaining useful information; and retirees rely relatively less on social media	Accept
H1c: Consumer behavior: college students commonly use online shopping; office workers tend to shop online; retirees tend to shop offline	Accept
H2:The background variables (gender, shopping preference) of the research subjects have differences for media-based commercial marketing, consuming scenarios, and consumer behavior	Accept
H3: Media-based advertising and marketing has a positive correlation on consuming scenarios and consumer behavior	Accept

Note：The data herein is sourced from a compilation independently conducted by the researcher in 2023

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CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter is divided into three subsections, which are Conclusion and Discussion, Research Recommendations, and Research Limitations. In the first subsection, we elaborate and discuss the results of the entire study. The second subsection focuses on making recommendations for future research, providing guidance for subsequent research based on research directions and different perspectives. The third subsection then highlights the limitations faced by this study in order to more fully understand the limitations of the study.

5.1 Conclusion and Discussion

5.1.1 The Current Situation of Media-based Commercial Marketing, Consuming Scenarios, and Consumer Behavior of College Students, Office Workers, and Retiree Consumer Groups in a City in Shandong Province, China

This study starts from the perspective of Problem 1 and proposes Hypothesis H1: In a city in Shandong Province, different groups of people show different status quo in terms of media-enabled advertising and marketing, consuming scenarioss, and consumer behavior. Specifically, college students are more inclined to rely on social media and online platforms; office workers focus on obtaining useful information; and retirees rely relatively less on social media. In terms of consumer context, college students generally tend to use online shopping services; office workers are more likely to shop online; and retirees are more likely to shop offline. Regarding consumer behavior, college students are more likely to show impulsive spending tendencies; office workers are more likely to shop steadily; and retirees are relatively more stable in their consumption behavior.

5.1.1.1 Three Variables among College Students

Through data analysis, it is found that the average values of the three variables of the college student group for media-based commercial marketing, consuming

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scenarios, and consumer behavior are all at a medium-high level. College students are more likely to use social media platforms and online platforms as their primary information acquisition channels, demonstrating a higher reliance on medialization among today's college students. In addition, today's college student population generally adopts a wide range of online shopping methods, which further emphasizes their preference for digital media consumption channels. In terms of consumption behavior, the findings show that college students exhibit a certain tendency to be impulsive, which may reflect that they are more flexible as well as quicker in their shopping decisions. This is similar to the findings of several scholars (Dumford et al. 2023; Hou et al., 2020; Li, 2020).

The findings of Dumford et al. (2023) suggest that college students are usually at their peak of information acquisition and sharing, and social media provides a platform for them to quickly access information on current events and share life moments. Second, different social media platforms provide their own unique functions and experiences, catering to the diverse needs of college students. Social media are part of students' daily lives and are technological tools for connecting and communicating with others (Mastrodicasa & Metellus, 2013). Due to their proliferation and integration in the lives of college students, all of these platforms, especially Jitterbug, have also become tools for colleges and universities to humanize their institutions and market to prospective students on their digital home turf (Felix et al., 2017).

The research data of Hou et al. (2020) showed that all participants had online shopping experience, more than half of college students mainly shopped through the Internet on weekdays, and only a few preferred shopping in physical stores, and online shopping is becoming the dominant way of shopping for college students. Regarding the main reason for choosing online shopping, more than 90% of college students believe it is convenience, while a small number of college students believe there is affordability and feel "up to date" while also believing that "they can better keep their purchases confidential." The scholar's findings highlight the widespread recognition of online shopping among college students and highlight convenience as the dominant factor (Zhou, 2022). With the continuous development of digital technology and lifestyle changes, online shopping has been deeply integrated into the daily life of college students and has become their primary channel for choosing

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goods and services (Zeng, 2020).

Li (2020) found that two-thirds of college students spend one-third of their monthly living expenses on online shopping, and the good economic foundation has inspired college students' strong willingness to consume and consumption behavior. This kind of consumption behavior and willingness leads to impulsive consumption behavior of college students in the process of consumption, and many college students are willing to disregard the expensive brand name. In the process of shopping, they pay more attention to the fashionable design and appearance of the products, and often ignore the practicality and quality issues. In addition, their consumption habits tend to pursue novelty, leading to frequent turnover of household goods, which triggers unnecessary re-purchase and repeated consumption (Jing, 2018). More seriously, many students have the psychology of comparison, and blindly following the trend of consumption not only increases the financial burden of individuals and families, but also is not conducive to the cultivation of correct and healthy values. This irrational consumption behavior has a negative impact on both financial health and personal growth (Yan, 2021).

In summary, the research results of these scholars support that the college student population's average values for the three variables of media-enabled advertising and marketing, consuming scenarios, and consumer behavior are all in the medium to high range, echoing and corroborating the findings of this study's Hypothesis 1 for the college student population.

5.1.1.2 Three Variables among Office Workers

Based on the analysis of the current situation data of the office worker group, it can be observed that in the three aspects of media-enabled commercial marketing, consuming scenarios, and consumer behavior, the group generally shows a moderate to high level. Commuters show a clear focus on information access, with a preference for online shopping and more robust shopping strategies. They are more focused on accessing practical information, a trend that may be influenced by work pressure and time constraints. In addition, the preference for online shopping may reflect their high regard for convenience and time efficiency. In terms of shopping decisions, commuters are more inclined to adopt robust shopping strategies to ensure that their shopping behavior is more rational. This finding is similar to the consensus reached

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by other scholars in their studies on this issue, such as Lee et al. (2020) who showed through data analysis that the use of social media during work had a positive impact on work. Meaning that commuters tend to use social media platforms to access critical work information during the work process, which leads to increased productivity and better communication with others. Similarly, time management and convenience are very important to office workers due to their busy work schedules (Lee et al., 2020), therefore, in a study by Fusi and Feeney (2018), it was found that the trend of office workers due to the pressure of their busy work schedules makes them more inclined to shop online through social media platforms because online shopping deliberately seeks to be an efficient way of shopping as well as The convenience of choosing and comparing products saves the commuters' time cost. In addition, when working people get information through online platforms, it can relieve the pressure from work, which can effectively attract their attention and stimulate the desire to buy (Luo et al., 2023). Based on previous studies, it can be found that office workers can not only obtain important information at work but also obtain practical information when shopping, making full use of the convenience brought by social media.

Wang et al. (2019), in their study of the consumption behavior of commuters, found that commuters usually use convenience and rationality as their consumption orientation. This group usually owns a family and has a fixed income, so they focus on the practicality as well as the convenience of products when purchasing. They favor a planned approach to purchasing, dominated by rational consumption and avoid making impulsive purchases, and this consumption philosophy makes commuters more sensible and prudent when shopping (Ramya & Ali, 2016). The findings of this scholar are consistent with the results of this study's exhaustive research on the current consumption status of office workers.

5.1.1.3 Three Variables among Retirees

Through the data results, it was found that retirees maintained a moderately low level of interest in all three aspects of media-enabled advertising and marketing, consumer context, and consumer behavior. This suggests that, relatively speaking, retirees rely less on social media as the main channel for shopping and consumer information acquisition. They prefer traditional offline shopping methods, and they

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will be more familiar with as well as trust the physical store shopping environment. In terms of consumer behavior, they show more stable trends, cautious and mature consumer attitudes, and focus on practical needs when shopping. As individuals' status and financial situation change with age, there is a clear difference between retirees and young people in terms of their consumption choices and the factors that influence them (Świda et al., 2017). Although some retirees have begun to experiment with social media, their usage is much less than that of younger groups (Cotton et al., 2022). This shows that despite the great convenience of social media, for retirees, they are more accustomed to traditional ways of socializing as well as consumption situations. In addition, this population is used to relying on traditional newspapers, television and the advice of friends and family around them when getting information, and this small spread of information can make them feel trust. The advice provided by friends and family makes them more informed about the quality of the product (Su, 2022).

In terms of consumption context, Chen et al. (2015) found that more than half of the retirees would tend to shop offline, and street-side mobile stalls, small stores, supermarkets, and department stores became the places for the elderly to buy daily necessities, with small stores and supermarkets being the most important shopping places. As retirees are older, they pay more attention to social interaction, and offline shopping places can give them a sense of shopping pleasure (Zhang et al., 2022). At the same time, they can ask the salesperson directly for information about the product, and this way of obtaining information can give them a sense of trust as well as ensure the quality of the product (Gao, 2019).

Retirees are very mature and conservative in their shopping behavior due to their living environment. In their study, Wang et al. (2019) pointed out that this maturity and conservatism reflects their thoughtfulness in the process of consumer behavior, and practicality is more important to them. Therefore, they will make purchases based on prudent consumption behavior to ensure that they can choose products that they are satisfied with and can be used in the long term. Moreover, Guido et al. (2022) found that one fifth of retiree consumers are categorized as habitual consumers. They will often buy a familiar and practical product over and over again based on their consumption experience. This stable shopping habit makes them form a fixed consumption habit for, not easily change. They are impressed by products with strong

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practicality, while they show cautious consumption behavior for unfamiliar products. This steady consumption behavior makes retirees in seldom subject to the tendency of impulsive buying behavior.

5.1.2 Demographic (gender, shopping preferences) vs. Three Variables

Hypothesis two was formulated from question two: there is a differentiation in terms of background variables (gender, shopping preferences) of the research participants on media-enabled advertising and marketing, consumption contexts, and consumer behavior.

For consumers of different genders, different genders will have significant variability on marketing tools, consumption situations, and consumer behavior. Jakšić (2022) compares the variability of different genders in terms of cognitive and affective needs of media marketing, where males will pay more attention to the need for cognition, while females show greater affective needs. According to the results of data analysis by Deng (2020), the gender of consumers has a limiting effect on media marketing purchase intention, i.e., females are more willing to buy than males. In other words, in terms of the content presented in media product marketing, women tend to be more susceptible to emotionally oriented advertisements, and by presenting an atmosphere that resonates with the emotions of female consumers, it is easier to stimulate their willingness to buy (Zhang et al., 2020).

Grandón et al. (2019) showed that shopping has a stronger emotional, psychological and symbolic meaning for women compared to men. Women find shopping more satisfying or enjoyable than men, which is reflected in the fact that they spend more time shopping. As a result, they compare different products more frequently and consider all available product information. What men do with the least amount of time and effort. As a result, men consider less information and are less confused by the wide range of products available, so they do not put much effort into their shopping.

In response to the variability in shopping preferences, males are more likely to shop online than females. Fedorko et al. (2019) found that about three-fifths of male internet users shop online, compared to only about two-fifths of female users. Zhou et al. (2021) noted that males are more familiar with online shopping than females because they are more technologically oriented and have a greater interest in online

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shopping. Although men have historically been early adopters of online shopping, women have quickly caught up with them and the gap has recently begun to close.

According to a study conducted by Szymkowiak et al. (2018), more and more women are engaging in e-commerce due to the emergence of social networks that offer the possibility to easily and efficiently communicate, like and give feedback on products. Although men and women have similar prospects of accepting mobile devices, men are more likely to shop on mobile devices.

In summary, the findings of the above scholars are consistent with the research hypothesis of this study that the background variables of the research participants (gender, shopping preferences) are statistically different for media-enabled advertising and marketing, consumption contexts, and consumer behavior.

5.1.3 Correlations among Three Variables

Hypothesis three is proposed through research question three: media-enabled commercial marketing has a positive correlation on consuming scenarios and consumer behavior. This subsection delves into other scholars' views on the impact of media-enabled advertising and marketing on consumer behavior in different consumption contexts, and verifies that the hypothesis of this study is validated.

Today's prevalent e-commerce live streaming, as an emerging media product marketing tool, creates a brand new consumption context that combines the traditional offline shopping physical display with online shopping experience (Zuo et al., 2021). Han et al. (2020) found, through the method of interviews, that more than half of the respondents described the process of consumer behavior formation when watching live broadcasts, the enthusiasm and infectiousness of the anchors produced a positive impact, and that the anchors' repeated emphasis on the advantages and value of the products in the physical context made the products really attractive to the consumers. Not only that, the sincerity of the anchor's performance allows consumers to establish a sense of trust, allowing consumers to produce a purchase behavior. At the same time, in the environmental context, a sense of urgency and a rush atmosphere will be created in the live broadcast room, and also through the distribution of the retrieval of all the way as well as the open and transparent shopping information, which increases the consumer's herd mentality, and brings about a significant impact on the consumer's purchasing behavior (Xu, 2018). It can be seen that in emerging media

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commodity marketing, especially in e-commerce live broadcasting, the anchor performance, product display, promotional activities, and interactivity all show a trend of positive correlation between the consumption situation and consumer behavior, which means that the joint effect of these factors effectively guide and influence consumer purchasing behavior (Wang, 2019).

In the current digital media era, the media-based advertising and marketing model is not limited to e-commerce live broadcasting, and short video marketing is also one of the important marketing tools today (Liu, 2023). Short videos have successfully attracted widespread attention with their entertainment as well as wide dissemination speed and huge traffic, and have become a favorable way for merchants to implement marketing tools (Zuo et al., 2021). In the consumer context of short video marketing, Pan (2022) consumers are faced with an intuitive and rapid consumer experience, and the short duration of short videos allows consumers to browse the highlights of the product in a short period of time, which triggers their purchasing behavior. In Lu et al. (2023) in the use of S-O-R theory, that is, stimulus-organism-response theory to study the impact of short video marketing methods on consumer buying behavior. The study shows that the entertainment, informativeness and interactivity of short video advertising and marketing all have a positive impact on consumers' purchasing behavior.

5.2 Recommendations

5.2.1 Future Research Perspective

In today's society, digital media technology has profoundly changed our way of life, and media-enabled advertising and marketing, consumer contexts, and consumer behavior have become important directions for academic research today (Lin et al., 2023). We can focus our research on exploring the role of social media in commodity marketing and analyzing the impact of marketing strategies of different social media platforms on different commodities. Meanwhile, in terms of consumption context, we can study the influence of different consumption contexts on commodity selection and purchase behavior, and gain a deeper understanding of consumer behavior and psychological state under different consumption contexts in factors such as environment, emotion and time. In addition, the direction of in-depth research can be combined with the future development trend of digital media, which can focus on the

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application of emerging technologies, such as artificial intelligence, and how these technologies have an impact on consumer purchasing behavior (Zhu et al., 2021).

5.2.2 College Student Participants Perspective

With the rapid development of China's economy, the consumption level of college students has generally increased. College students are expected to make rational purchase decisions when consuming and should not be influenced by excessive marketing and emotional advertising (Harnish et al., 2017). Avoid the psychology of comparison, which is harmful to the consumption concept of college students. Therefore, it is important to build a positive consumer atmosphere and create an atmosphere that emphasizes the concept of borrowing and social responsibility. Focus on quality rather than blindly following the trend when making purchase decisions, and always remind yourself to consume rationally and pay attention to sustainable products and services (Liu et al., 2020). In addition, the social experience of college students is insufficient, and in the face of complex social phenomena, teachers in colleges and universities should take effective measures to strengthen the vigilance and precaution of college students in the process of consumer behavior, and through the organization of lectures and related courses, so that students can learn and have stronger discernment to prevent commercial traps (Li, 2020).

5.2.3 Office Worker Participant Perspective

The research findings of this study show that office workers use social media to obtain information that is not limited to work-related content, but also includes entertainment, shopping, and social networking. Therefore, office workers should enhance their ability to distinguish between advertisements and promotional information when obtaining information, and view the product marketing information disseminated by the media rationally, so as to avoid being affected by excessive marketing methods of businesses (Lee et al., 2020). Office workers should also pay attention to the influence of workplace pressure and emotions, and avoid impulsive consumption by shopping to relieve their own pressure, and seek healthier ways to relieve their emotions (Shams et al., 2021). In addition, office workers can also set detailed budgets and formulate rational consumption plans. Learn to deal with various promotional methods rationally and refuse to overspend (Widagdo et al., 2021).

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5.2.4 Retiree Participant Perspective

As retirees are older, many of them prefer traditional marketing methods and marketing channels because of their daily life habits. With the rapid development of digital media nowadays, retirees can try learning and understanding how to use new media to learn information online (Berg & Liljedal, 2022). Although they are not familiar with the operation methods, learning to use media can provide them with more social and information access methods. With the continuous development of the times, the material and spiritual needs of retirees continue to increase, but due to the gradual decline of their physical functions, they have no way to go offline to buy their favorite products (Guido et al., 2022). Therefore, many companies have also begun to gradually switch to more convenient online sales models to better meet the shopping needs of retirees (Hu Xiaoman et al., 2018). Therefore, online sales can not only provide them with more choices but also save time and effort, and companies can also provide more personalized services, allowing retirees to better enjoy the convenience and rich shopping experience brought by the media era.

5.3 Limitations

5.3.1 Region Perspective

In the present study, we focus on the university students, office workers, and retired people in a city of Shandong Province to understand their patterns of media marketing and consumption behaviors, which enables us to grasp the attitudes and behaviors of these groups from a specific perspective. However, we are also clearly aware that the study is somewhat limited by the focus on a single region. In future research, we aim to expand the regional scope by extending the target to other cities or provinces. By covering more regions, we can also more comprehensively understand the impact of different cultures and backgrounds on media marketing and consumption behaviors. This is conducive to explaining regional differences and providing enterprises with more targeted marketing strategies.

5.3.2 Demographic Variable Perspective

This study only selected gender and shopping preferences as background variables for data analysis. This limitation imposes certain restrictions on the comprehensiveness and depth of the research. Gender and shopping preferences only

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represent part of the factors in the research field and cannot fully cover the diversity of individual or group consumption behaviors and purchase decisions. People's behaviors are often affected by factors such as age and education level. Future research can consider adding more background variables, such as age, education level, and social status, to make up for this shortcoming and comprehensively understand the diversity of individual or group consumption behaviors to make the research results more comprehensive and profound.

5.3.3 Research Method Perspective

This study explores the analysis and investigation of different populations on mediatized commercial marketing, consuming scenarios, and consumer behavior through online questionnaires and quantitative research methods. Although the method of collecting data through online questionnaires can quickly obtain a large amount of research data, it may make it difficult for researchers to obtain more complete and accurate information. In future research, it is possible to consider adopting more diverse methods, such as qualitative research, to enrich the understanding of mediatized advertising marketing, consumption context, and consumer behavior. By introducing in-depth interviews in qualitative research, researchers can be helped to deeply explore individuals' consumption concepts and things. Through face-to-face communication with the interviewees, the researchers can also have a more comprehensive understanding of the cognitive and emotional aspects of consumers in today's media marketing environment, and capture the differences and changes that cannot be covered by the data. In addition, the mixed research method of qualitative and quantitative can retain the advantages of quantitative research, while combining the richness of the interviews, to have a more comprehensive understanding of the reactions and behaviors of different populations, and improve the breadth and depth of the research.

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Appendix

Chinese Version—Pilot Study Questionnaire for College Students

大学生对于媒体化商品消费行为的问卷调查

第一部分:个人基本资料

1、您的性别　☐男　　☐女
2、您在上学期间是否有兼职　☐A、是　☐B、否
3、如果有，您兼职的收入是多少　☐A、1000 元以下　☐B、1000-2000 元　☐2000-3000 元　☐3000 元以上

第二部分：正式问卷					
以下问卷部分请根据自己的情况在相应的选项上打勾，此外，每个号码答案代表为如下 1-完全不同意；2-不同意；3-一般；4-同意；5-完全同意					
A.媒体化广告营销（广告策划、广告创意）量表					
问卷项目	1	2	3	4	5
1. 社交媒体上的广告给我提供了一些新信息					
2. 社交媒体上的广告给我提供了一些有用的信息					
3. 社交媒体上的广告给我提供了一些可靠的信息					
4. 我认为社交媒体上的广告是有创意的					
5. 我认为社交媒体上的广告是原创的					
6. 社交媒体上的广告与其竞争品牌不同					
7. 社交媒体上的广告帮助我形成了意见					
8. 我被社交媒体上的广告说服了					
9. 社交媒体上的广告策划有助于提升品牌形象					
10. 社交媒体上的广告让我与品牌有了直接接触					
B.消费情境（线上、线下）量表					
问卷项目	1	2	3	4	5
11. 我仔细观察了这个产品					
12. 我亲自触摸了这个产品					
13. 这个产品给我的感官留下了深刻印象					
14. 我向销售人员仔细了解了这个产品					
15. 我认真听取了其他人对于这个产品的意见					
16. 我向销售人员询问了有关这个产品的很多信息					
17. 我试用了这个产品					

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18. 我亲自感受了这个产品的功能					
19. 通过使用这个产品我得到了相关信息					
20. 我对这个产品有情感依恋					
21. 我对这个产品有强烈的情感					
22. 我觉得这个产品时完美无缺的					
C.消费者行为（冲动性消费、后悔行为）量表					
问卷项目	1	2	3	4	5
23. 如果产品是我喜欢的明星代言，我会毫不犹豫的购买					
24. 如果在购物时遇见我喜欢的产品，我会毫不犹豫的购买					
25. 如果我认为这个产品是有用的，我会毫不犹豫的购买					
26. 如果该产品和我想象中是一样的，我会毫不犹豫的购买					
27. 我会购买实际并不需要的产品					
28. 我会在心情不好的时候购买产品来提升我的心情					
29. 我认为无计划的购买产品是快乐的					
30. 我会在商场闲逛时购买产品					
31. 我会仔细计划我的大部分的购买行为					
32. 我会购买没有纳入购买计划中的产品					
33. 我应该选择别的产品而不是我现在所购买的产品					
34. 我对自己做出的产品选择感到后悔					
35. 我现在意识到选择其他产品会更好					
36. 我后悔购买这个产品只因为它似乎没有想象中的重要					
37. 我后悔购买这个产品只因为它现在似乎已经没用处了					
38. 我后悔购买这个产品，因为它的使用感并没有那么好					
39. 我觉得我在购买这个产品时考虑的不够					
40. 如果我回到过去，我会购买不同的产品					
41. 如果我在购买前做好攻略，我可以做出更好的购买决定					
42. 我在购买产品时花费了太多的时间					
问卷调查结束，非常感谢 ☺					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

Chinese Version—Pilot Study Questionnaire for Office Workers

上班族对于媒体化商品消费行为的问卷调查

第一部分:个人基本资料

1、您的性别　☐男　☐女
2、您的职位　☐编制人员　☐非编制人员
3、您每月的收入是多少　☐A、3000 元以上　☐B、3000-5000 元
☐5000-7000 元　☐7000 元以上

第二部分：正式问卷					
以下问卷部分请根据自己的情况在相应的选项上打勾，此外，每个号码答案代表为如下 1-完全不同意；2-不同意；3-一般；4-同意；5-完全同意					
A.媒体化广告营销（广告策划、广告创意）量表					
问卷项目	1	2	3	4	5
1. 社交媒体上的广告给我提供了一些新信息					
2. 社交媒体上的广告给我提供了一些有用的信息					
3. 社交媒体上的广告给我提供了一些可靠的信息					
4. 我认为社交媒体上的广告是有创意的					
5. 我认为社交媒体上的广告是原创的					
6. 社交媒体上的广告与其竞争品牌不同					
7. 社交媒体上的广告帮助我形成了意见					
8. 我被社交媒体上的广告说服了					
9. 社交媒体上的广告策划有助于提升品牌形象					
10. 社交媒体上的广告让我与品牌有了直接接触					
B.消费情境（线上、线下）量表					
问卷项目	1	2	3	4	5
11. 我仔细观察了这个产品					
12. 我亲自触摸了这个产品					
13. 这个产品给我的感官留下了深刻印象					
14. 我向销售人员仔细了解了这个产品					
15. 我认真听取了其他人对于这个产品的意见					
16. 我向销售人员询问了有关这个产品的很多信息					
17. 我试用了这个产品					
18. 我亲自感受了这个产品的功能					
19. 通过使用这个产品我得到了相关信息					
20. 我对这个产品有情感依恋					

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21. 我对这个产品有强烈的情感					
22. 我觉得这个产品时完美无缺的					
C.消费者行为（冲动性消费、后悔行为）量表					
问卷项目	1	2	3	4	5
23. 如果产品是我喜欢的明星代言，我会毫不犹豫的购买					
24. 如果在购物时遇见我喜欢的产品，我会毫不犹豫的购买					
25. 如果我认为这个产品是有用的，我会毫不犹豫的购买					
26. 如果该产品和我想象中是一样的，我会毫不犹豫的购买					
27. 我会购买实际并不需要的产品					
28. 我会在心情不好的时候购买产品来提升我的心情					
29. 我认为无计划的购买产品是快乐的					
30. 我会在商场闲逛时购买产品					
31. 我会仔细计划我的大部分的购买行为					
32. 我会购买没有纳入购买计划中的产品					
33. 我应该选择别的产品而不是我现在所购买的产品					
34. 我对自己做出的产品选择感到后悔					
35. 我现在意识到选择其他产品会更好					
36. 我后悔购买这个产品只因为它似乎没有想象中的重要					
37. 我后悔购买这个产品只因为它现在似乎已经没用处了					
38. 我后悔购买这个产品，因为它的使用感并没有那么好					
39. 我觉得我在购买这个产品时考虑的不够					
40. 如果我回到过去，我会购买不同的产品					
41. 如果我在购买前做好攻略，我可以做出更好的购买决定					
42. 我在购买产品时花费了太多的时间					
问卷调查结束，非常感谢 ☺					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

Chinese Version—Pilot Study Questionnaire for Retirees

退休人员对于媒体化商品消费行为的问卷调查

第一部分:个人基本资料

1、您的性别 □男 □女
2、您的年龄 □50 岁以下 □B、50-55 岁 □55-60 岁 □60 岁以上
3、您会偏向哪种购物方式 □A、线上 □B、线下

第二部分：正式问卷					
以下问卷部分请根据自己的情况在相应的选项上打勾，此外，每个号码答案代表为如下 1-完全不同意；2-不同意；3-一般；4-同意；5-完全同意					
A.媒体化广告营销（广告策划、广告创意）量表					
问卷项目	1	2	3	4	5
1. 社交媒体上的广告给我提供了一些新信息					
2. 社交媒体上的广告给我提供了一些有用的信息					
3. 社交媒体上的广告给我提供了一些可靠的信息					
4. 我认为社交媒体上的广告是有创意的					
5. 我认为社交媒体上的广告是原创的					
6. 社交媒体上的广告与其竞争品牌不同					
7. 社交媒体上的广告帮助我形成了意见					
8. 我被社交媒体上的广告说服了					
9. 社交媒体上的广告策划有助于提升品牌形象					
10. 社交媒体上的广告让我与品牌有了直接接触					
B.消费情境（线上、线下）量表					
问卷项目	1	2	3	4	5
11. 我仔细观察了这个产品					
12. 我亲自触摸了这个产品					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

13. 这个产品给我的感官留下了深刻印象					
14. 我向销售人员仔细了解了这个产品					
15. 我认真听取了其他人对于这个产品的意见					
16. 我向销售人员询问了有关这个产品的很多信息					
17. 我试用了这个产品					
18. 我亲自感受了这个产品的功能					
19. 通过使用这个产品我得到了相关信息					
20. 我对这个产品有情感依恋					
21. 我对这个产品有强烈的情感					
22. 我觉得这个产品时完美无缺的					
C.消费者行为（冲动性消费、后悔行为）量表					
问卷项目	1	2	3	4	5
23. 如果产品是我喜欢的明星代言，我会毫不犹豫的购买					
24. 如果在购物时遇见我喜欢的产品，我会毫不犹豫的购买					
25. 如果我认为这个产品是有用的，我会毫不犹豫的购买					
26. 如果该产品和我想象中是一样的，我会毫不犹豫的购买					
27. 我会购买实际并不需要的产品					
28. 我会在心情不好的时候购买产品来提升我的心情					
29. 我认为无计划的购买产品是快乐的					
30. 我会在商场闲逛时购买产品					
31. 我会仔细计划我的大部分的购买行为					
32. 我会购买没有纳入购买计划中的产品					
33. 我应该选择别的产品而不是我现在所购买的产品					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

34. 我对自己做出的产品选择感到后悔					
35. 我现在意识到选择其他产品会更好					
36. 我后悔购买这个产品只因为它似乎没有想象中的重要					
37. 我后悔购买这个产品只因为它现在似乎已经没用处了					
38. 我后悔购买这个产品，因为它的使用感并没有那么好					
39. 我觉得我在购买这个产品时考虑的不够					
40. 如果我回到过去，我会购买不同的产品					
41. 如果我在购买前做好攻略，我可以做出更好的购买决定					
42. 我在购买产品时花费了太多的时间					
问卷调查结束，非常感谢 ☺					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

Chinese Version—Official Questionnaire for Research Use

College Student Participants

大学生对于媒体化商品消费行为的问卷调查

第一部分:个人基本资料

4、您的性别　☐男　　☐女
5、您在上学期间是否有兼职　☐A、是　☐B、否
6、如果有，您兼职的收入是多少　☐A、1000 元以下　☐B、1000-2000 元　☐2000-3000 元　☐3000 元以上

第二部分：正式问卷					
以下问卷部分请根据自己的情况在相应的选项上打勾，此外，每个号码答案代表为如下 1-完全不同意；2-不同意；3-一般；4-同意；5-完全同意					
A.媒体化广告营销（广告策划、广告创意）量表					
问卷项目	1	2	3	4	5
1. 社交媒体上的广告给我提供了一些新信息					
2. 社交媒体上的广告给我提供了一些有用的信息					
3. 社交媒体上的广告给我提供了一些可靠的信息					
4. 我认为社交媒体上的广告是有创意的					
5. 我认为社交媒体上的广告是原创的					
6. 社交媒体上的广告与其竞争品牌不同					
7. 社交媒体上的广告帮助我形成了意见					
8. 我被社交媒体上的广告说服了					
9. 社交媒体上的广告策划有助于提升品牌形象					
10. 社交媒体上的广告让我与品牌有了直接接触					
B.消费情境（线上、线下）量表					
问卷项目	1	2	3	4	5
11. 我仔细观察了这个产品					
12. 我亲自触摸了这个产品					
13. 这个产品给我的感官留下了深刻印象					
14. 我向销售人员仔细了解了这个产品					
15. 我认真听取了其他人对于这个产品的意见					
16. 我向销售人员询问了有关这个产品的很多信息					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

17. 我试用了这个产品					
18. 我亲自感受了这个产品的功能					
19. 通过使用这个产品我得到了相关信息					
20. 我对这个产品有情感依恋					
21. 我对这个产品有强烈的情感					
22. 我觉得这个产品时完美无缺的					
C.消费者行为（冲动性消费、后悔行为）量表					
问卷项目	1	2	3	4	5
23. 如果在购物时遇见我喜欢的产品，我会毫不犹豫的购买					
24. 如果我认为这个产品是有用的，我会毫不犹豫的购买					
25. 如果该产品和我想象中是一样的，我会毫不犹豫的购买					
26. 我会购买实际并不需要的产品					
27. 我会在心情不好的时候购买产品来提升我的心情					
28. 我认为无计划的购买产品是快乐的					
29. 我会在商场闲逛时购买产品					
30. 我会仔细计划我的大部分的购买行为					
31. 我会购买没有纳入购买计划中的产品					
32. 我应该选择别的产品而不是我现在所购买的产品					
33. 我对自己做出的产品选择感到后悔					
34. 我现在意识到选择其他产品会更好					
35. 我后悔购买这个产品只因为它似乎没有想象中的重要					
36. 我后悔购买这个产品只因为它现在似乎已经没用处了					
37. 我后悔购买这个产品，因为它的使用感并没有那么好					
38. 我觉得我在购买这个产品时考虑的不够					
39. 如果我回到过去，我会购买不同的产品					
40. 如果我在购买前做好攻略，我可以做出更好的购买决定					
问卷调查结束，非常感谢 ☺					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

Chinese Version—Official Questionnaire for Research Use

Office Worker Participants

上班族对于媒体化商品消费行为的问卷调查

第一部分:个人基本资料

1、您的性别 □男 □女
2、您的职位 □编制人员 □非编制人员
3、您每月的收入是多少 □A、3000 元以上 □B、3000-5000 元 □5000-7000 元 □7000 元以上

第二部分：正式问卷					
以下问卷部分请根据自己的情况在相应的选项上打勾，此外，每个号码答案代表为如下 1-完全不同意；2-不同意；3-一般；4-同意；5-完全同意					
A.媒体化广告营销（广告策划、广告创意）量表					
问卷项目	1	2	3	4	5
1. 社交媒体上的广告给我提供了一些新信息					
2. 社交媒体上的广告给我提供了一些有用的信息					
3. 社交媒体上的广告给我提供了一些可靠的信息					
4. 我认为社交媒体上的广告是有创意的					
5. 我认为社交媒体上的广告是原创的					
6. 社交媒体上的广告与其竞争品牌不同					
7. 社交媒体上的广告帮助我形成了意见					
8. 我被社交媒体上的广告说服了					
9. 社交媒体上的广告策划有助于提升品牌形象					
10. 社交媒体上的广告让我与品牌有了直接接触					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

B.消费情境（线上、线下）量表					
问卷项目	1	2	3	4	5
11. 我仔细观察了这个产品					
12. 我亲自触摸了这个产品					
13. 这个产品给我的感官留下了深刻印象					
14. 我向销售人员仔细了解了这个产品					
15. 我认真听取了其他人对于这个产品的意见					
16. 我向销售人员询问了有关这个产品的很多信息					
17. 我试用了这个产品					
18. 我亲自感受了这个产品的功能					
19. 通过使用这个产品我得到了相关信息					
20. 我对这个产品有情感依恋					
21. 我对这个产品有强烈的情感					
22. 我觉得这个产品时完美无缺的					
C.消费者行为（冲动性消费、后悔行为）量表					
问卷项目	1	2	3	4	5
23. 如果在购物时遇见我喜欢的产品，我会毫不犹豫的购买					
24. 如果我认为这个产品是有用的，我会毫不犹豫的购买					
25. 如果该产品和我想象中是一样的，我会毫不犹豫的购买					
26. 我会购买实际并不需要的产品					
27. 我会在心情不好的时候购买产品来提升我的心情					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

28. 我认为无计划的购买产品是快乐的					
29. 我会在商场闲逛时购买产品					
30. 我会仔细计划我的大部分的购买行为					
31. 我会购买没有纳入购买计划中的产品					
32. 我应该选择别的产品而不是我现在所购买的产品					
33. 我对自己做出的产品选择感到后悔					
34. 我现在意识到选择其他产品会更好					
35. 我后悔购买这个产品只因为它似乎没有想象中的重要					
36. 我后悔购买这个产品只因为它现在似乎已经没用处了					
37. 我后悔购买这个产品，因为它的使用感并没有那么好					
38. 我觉得我在购买这个产品时考虑的不够					
39. 如果我回到过去，我会购买不同的产品					
40. 如果我在购买前做好攻略，我可以做出更好的购买决定					
问卷调查结束，非常感谢 ☺					

DPU DHURAKIJ PUNDIT UNIVERSITY มหาวิทยาลัยธุรกิจบัณฑิตย์

Chinese Version—Official Questionnaire for Research Use

Retiree Participants

退休人员对于媒体化商品消费行为的问卷调查

第一部分:个人基本资料

1、您的性别 □男 □女
2、您的年龄 □50 岁以下 □B、50-55 岁 □55-60 岁 □60 岁以上
3、您会偏向哪种购物方式 □A、线上 □B、线下

第二部分：正式问卷					
以下问卷部分请根据自己的情况在相应的选项上打勾，此外，每个号码答案代表为如下 1-完全不同意；2-不同意；3-一般；4-同意；5-完全同意					
A.媒体化广告营销（广告策划、广告创意）量表					
问卷项目	1	2	3	4	5
1. 社交媒体上的广告给我提供了一些新信息					
2. 社交媒体上的广告给我提供了一些有用的信息					
3. 社交媒体上的广告给我提供了一些可靠的信息					
4. 我认为社交媒体上的广告是有创意的					
5. 我认为社交媒体上的广告是原创的					
6. 社交媒体上的广告与其竞争品牌不同					
7. 社交媒体上的广告帮助我形成了意见					
8. 我被社交媒体上的广告说服了					
9. 社交媒体上的广告策划有助于提升品牌形象					
10. 社交媒体上的广告让我与品牌有了直接接触					
B.消费情境（线上、线下）量表					
问卷项目	1	2	3	4	5
11. 我仔细观察了这个产品					
12. 我亲自触摸了这个产品					
13. 这个产品给我的感官留下了深刻印象					
14. 我向销售人员仔细了解了这个产品					
15. 我认真听取了其他人对于这个产品的意见					
16. 我向销售人员询问了有关这个产品的很多信息					

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17. 我试用了这个产品					
18. 我亲自感受了这个产品的功能					
19. 通过使用这个产品我得到了相关信息					
20. 我对这个产品有情感依恋					
21. 我对这个产品有强烈的情感					
22. 我觉得这个产品时完美无缺的					
C.消费者行为（冲动性消费、后悔行为）量表					
问卷项目	1	2	3	4	5
23. 如果在购物时遇见我喜欢的产品，我会毫不犹豫的购买					
24. 如果我认为这个产品是有用的，我会毫不犹豫的购买					
25. 如果该产品和我想象中是一样的，我会毫不犹豫的购买					
26. 我会购买实际并不需要的产品					
27. 我会在心情不好的时候购买产品来提升我的心情					
28. 我认为无计划的购买产品是快乐的					
29. 我会在商场闲逛时购买产品					
30. 我会仔细计划我的大部分的购买行为					
31. 我会购买没有纳入购买计划中的产品					
32. 我应该选择别的产品而不是我现在所购买的产品					
33. 我对自己做出的产品选择感到后悔					
34. 我现在意识到选择其他产品会更好					
35. 我后悔购买这个产品只因为它似乎没有想象中的重要					
36. 我后悔购买这个产品只因为它现在似乎已经没用处了					
37. 我后悔购买这个产品，因为它的使用感并没有那么好					
38. 我觉得我在购买这个产品时考虑的不够					
39. 如果我回到过去，我会购买不同的产品					
40. 如果我在购买前做好攻略，我可以做出更好的购买决定					
问卷调查结束，非常感谢 ☺					

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