

Research on the Influence Mechanism and Effect of Shopping Center Immersive Marketing on Consumers' Purchase Intention

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Abstract

Today's consumer market is transforming into a consumer-led market. Under the background of the comprehensive upgrading of consumer demand and the profound changes in the marketing environment, immersive marketing has been put on the agenda. Scenario, atmosphere and immersion have become trendy marketing models, and many shopping malls also target such marketing opportunities. This paper will be committed to shopping center TX Huaihai as the research object, with its unique immersive experience marketing as the breakthrough point of research, through empirical analysis studied the immersive experience for the influence of activities and purchase intention, and use the consumer adjustment orientation as a regulatory variable, explore the subjective experience of consumers. Finally conclusion: the shopping center provides high quality immersive experience will have a significant positive impact on consumers' purchase intention. This impact can be transmitted through activity enjoyment. Consumers in the promotion focus have positive feelings about activity enjoyment and will increase their purchase intention. However, for consumers in the prevention focus, the negative impact of immersive experience on purchase intention will increase.

Keywords

Immersive Experience; Activity Enjoyment; Consumer Regulatory Focus; Purchase Intention.

1. Introduction

In today's VR, AR and metaverse concepts, the brand marketing method is in urgent need of innovation and transformation. With the frequent occurrence of "everything can be immersed" marketing cases in the public view, the major brands have also found a brand new marketing way out. Immersive marketing is consumer-centered and characterized by marketing scene and experience. Its unique interactivity and vividness greatly enhance consumers' attention, participation, curiosity and novelty when interacting with media content. "Immersion" has become one of the "hot words" in many industries, such as culture, entertainment, tourism, education, technology, games, commercial real estate and other fields. Scene, atmosphere and immersion have become the trendy mode of marketing. According to The Global Immersive Design Industry Development White Paper in 2020 published by Ne XT SCENE, a world-renowned immersive experience entertainment industry, the global immersive entertainment industry also grew dramatically in 2019. The immersive entertainment industry has grown to \$61.8 billion, up 24% from a year earlier. There are at least 755 new immersive experience projects on the market. Among them, theme parks have maintained a growth rate of more than 7% for two consecutive years, still occupying the largest market share[1]. Of course, this experience way is not a theme park patent, many business centers also aim at such marketing opportunities. They use its flexible space to hold endless exhibition and a variety of cross-border activities, including the flash, art exhibition, party, brand activities and other varieties, striving to reach different circles of young community.

Robert Cowper and El Israel believe that in the next 25 years, human society will enter the scene era (Age of Context), and that the practice of immersive experience marketing in shopping centers has gradually developed in recent years. This paper will commit to taking TX Huaihai as the research object, with its unique immersive experience marketing as the research entry point, combined with the existing relevant theoretical knowledge and research tools to analyze and explore the immersive marketing methods provided by TX Huaihai. By sorting out the theories of immersive experience, consumer adjustment orientation and activity enjoyment, we can improve the theoretical basis for the development of immersive marketing and then build a more mature immersive marketing system. It is expected to develop a marketing strategy in line with the general background of the current era, provide reference for more business space innovation and comprehensively increase the revenue of shopping centers.

2. Literature and Theoretical Framework

2.1. Immersive Experience and Activity Enjoyment

Immersive experience: immersive experience also known as immersion theory (Flow Theory), the theory is put forward by Mihaly Csikszentmihalyi in 1975. Immersive experience represents the positive psychological experience[6]. Such a specific state of immersion can be explained as when people completely engaged in the situation and focus screening other irrelevant perception and senses. Immersive experiences are more immersive to participants than other experiences.

In 2018, the concept of "Consumer Engagement Spaces" was presented in a report hosted by Michael Brown, a retail business partner of the global strategy and management consulting firm A.T.Kearney (Kearney). The "Consumer Engagement Spaces" represents a whole new form of commercial complex. Kearney divides "Consumer Engagement Spaces" into four basic categories: space to engage consumers in a large, engaging environment; space to attract consumers with values and fresh ideas, space for data and improvement based on consumer needs and integrated living space for retail, catering, entertainment and service [4]. Therefore, this paper choose TX Huaihai shopping center as the research object.

Gong Siying et al. (2021) have made a systematic conceptual definition of immersive marketing. First of all, enterprises need to build immersive scenes to support immersive experience, convey the characteristics and information of goods in a special experience and then affect consumer behavior, which is a kind of innovation in marketing activities. Secondly, immersive marketing constructs a diversified "field" for the business body, which can create a comprehensive situation in the real environment, which will gather a large amount of information to create and capture marketing opportunities for enterprises. Finally, immersive marketing not only create the marketing content, It is also the bridge and medium between "people" and things. In the multi-creative "field", it stimulates consumers' emotions, behaviors and other aspects in multidimensional ways and these stimuli are realized by multiple interaction, which is to help enterprises achieve marketing goals.

In an immersive experience, people tend to be less sensitive to time. We call the experience of ecstasy a heart flow, in which people focus on their current activities. Disneyland is the most representative immersive experience case. The exquisite scene setting allows consumers to be immersive and immersed in it, which changes consumers' attitude towards activities, and then their purchase intention will also increase or decrease accordingly. Therefore, we hypothesized:

H1: The immersive experience provided by merchants will have a positive impact on consumers' activities.

Activity enjoyment: Hungarian psychologist Csikszentmihalyi found in 1991 that when artists are immersed in the process of artistic creation, they will feel the enjoyment and put such ideas in daily life, assuming that people are immersed in work or entertainment like artists, it will

produce great satisfaction. Sherry proposes that when an activity occupies people's minds, it brings it insensitive to the passage of time and less self-awareness, and ultimately leads to more enjoyable enjoyment. Sherry proposes that when an activity occupies people's minds, it brings it insensitive to the passage of time and less self-awareness, and ultimately leads to more enjoyable enjoyment. In 2019, Li Zhen proposed that the brand's unique scene of building for products is enough to immerse consumers, which includes the creation of products and service experience. The product use process and service delivery process will bring joy and good memories to individuals [7]. The marketing experience is impressed and the purchase intention may change accordingly. This article defines the activity as the process of consumers walking in the retail space and the activity enjoyment is the positive feelings gained in the process. Therefore, we hypothesized:

H2: Activity enjoyment plays an intermediary role in the influence of immersive experience on consumers' purchase intention.

2.2. Regulatory Focus Theory

Until the theory of regulatory focus was formally proposed, hedonism has been the basis of scholars' assumptions about human behavior motivation. But actually hedonism is not perfect source of human motivation. In order to find a more accurate mechanism, in 1997, Higgins based on the theory of self difference theory to put forward the Regulatory Focus Theory which believes that the root of human behavior motivation respectively comes from the pursuit of happiness and the avoidance of pain and thinks enterprising-avoidance principle can further explain human behavior motivation and mechanism of action [8]. Regulatory focus refers to a state of self-regulation of individuals in the completion of the goal, while in most cases, it is manifested as a tendency to seek benefits and avoid harm. There are two types of regulatory focus: promotion focus and prevention focus. These two can represent different types of consumers: on the way to achieve their goals, promoting targeted consumers are more willing to take risks and pursue profit maximization and positive results; defense-oriented consumers are more conservative, value responsibilities and obligations, pursue security maximization and always reduce losses to avoid negative consequences [9].

Different regulatory focus means that different consumers will give different feedback when facing the same marketing scenario. Taking the attitude towards advertising as an example, Tran et al. proposed that promoting targeted consumers are more willing to accept product advertising. Dependence on emotional factors is a major feature of promoting targeted consumers. Therefore, when merchants use the marketing method of immersive experience, such consumers are more willing to process the product information inspiringly and enjoy the marketing activities they experience. In contrast, similar marketing methods do not be as effective for preventing targeted consumers as for promoting targeted consumers, because they are more sensitive to marketing intentions and less positive about hedonic experience, thus creating psychological impedance to marketing activities [10]. Immersive marketing provides consumers with more directional sensory stimulation. In such marketing situations, different types of consumers will have different feedback on the hedonic experience. How will these feedback affect consumers' activity enjoyment is what this article hopes to explore. Therefore, we hypothesized:

H3: Consumer regulatory focus will play a role in regulating the impact of immersive experience on purchase intention. For consumers who are promotion focus, the immersive experience brings a positive activity enjoyment attitude and the purchase intention increases accordingly. For consumers who are prevention focus, they have a negative attitude to the activities brought by the immersive experience and the purchase intention decreases accordingly.

2.3. Purchase Intention of Consumers

The purchase intention is in the fourth phase of the five consumer decision stages. In 1991, Ajzen proposed that the formation of the consumption intention occurs before the implementation of the consumption behavior, and it is the consumption intention that determines whether the consumption behavior will occur. Considering the domestic and foreign research, this paper roughly divides the reasons for promoting the purchase intention into four categories: First, the consumer characteristics including age, gender, consumption habits; the second is whether the actual value of the commodity itself can fit the consumer demand; the third is the external information of the commodity, including the marketing activities; the fourth is the consumption situation, including the consumption experience, merchant environment, store decoration, etc [11]. Business body provides consumers with consumption experience and creates consumer immersion space, and all these factors will have a positive or negative impact on consumers' willingness to buy.

2.4. Research Model

In conclusion, this paper will propose the following hypothesis model:

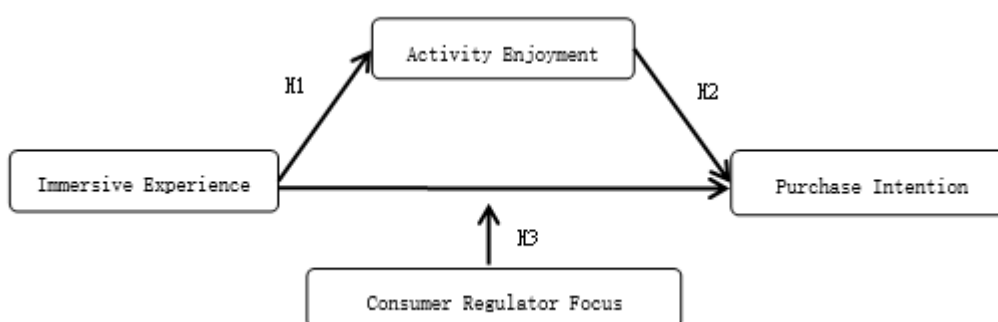


Figure 1. Conceptual model

3. Research Design and Data Analysis

In order to further explore the impact of immersive experience on consumers' purchase intention, this paper will take the questionnaire as the tool and take the consumers who have visited TX Huaihai as the research object. The questionnaire will be written based on the model selection scale presented above. The variables involved in the model are immersive experience, activity enjoyment, consumer adjustment orientation and purchase intention.

This questionnaire was issued for six days, and a total of 151 questionnaires were recovered, excluding 31 invalid questionnaires (including non-TX Huaihai customers and the filling time is too short). There were 120 valid questionnaires with 80% efficiency. SPSS26.0 was used as an analysis tool for processing based on data from validated questionnaires.

The author will choose the existing mature scale as the basis of each variable to ensure the reliability of the questionnaire. We measured all items on five-point Likert-scales (1=strongly disagree, 5=strongly agree). For the measurement of immersive experience, the research results of Hamilton et al. (2016) [13] and Teng Lefa et al. (2020) [14] are the references of this scale. For activity enjoyment, the scale was developed by Choi et al. (2018) [15] and was adjusted according to the characteristics of the case. For the measurement of consumer adjustment orientation, we refer to the research results of Yao Qi et al. (2008), and set up a scale to measure defense orientation and promoting orientation. In addition, this article defines the purchase intention as the tendency of consumers to buy after the marketing experience and the possibility to recommend the service or product to relatives and friends. The final scale synthesizes the research results of Feng Guangcai (2021) [16] and Zeithaml (1996) [17]. The scale is shown in the table below.

Table 1. Measurement model

Measured variables	Factor	Measurement Items	References
Immersive experience	Im1	Shopping here,I feel that time flies	Hamilton (2016); Teng Lefa (2020)
	Im2	Going shopping here,I forget the things around me	
	Im3	I am very enthusiastic about going shopping here	
	Im4	Shopping here makes me forget my trouble	
Activity enjoyment	Ac1	Shopping and going shopping here makes me feel happy	Choi (2018)
	Ac2	The shopping experience here is very funny	
	Ac3	The shopping experience here is very enjoyable	
Consumer regulatory focus	Pro1	I used to accomplish some things and their success has made me work even harder	Promotion-focused
	Pro2	When I pursue something that I consider important, I find I can not do as well as I ideal	
	Pro3	I feel like I'm already moving towards success	
	Pre1	As I grew up, I often did things that my parents could not bear	Prevention-focused
	Pre2	As I grew up, I often upset my parents	
	Pre3	As I grew up, I often did things that my parents thought were wrong	
Purchase intention	I TP1	I would much prefer to buy the same goods here	Zeithaml(1996); Feng Guangcai(2021)
	I TP2	Through this experience, I would like to recommend others to buy it	

4. Results

4.1. Descriptive Statistics

From the descriptive statistical results, the basic information of the survey subjects is shown: In terms of gender, 36.7% were male and 63.3% were female; In terms of education, high school accounted for 2.5%, college college for 8.3%, 80.8% for undergraduate, and 88.3% for undergraduate or above. On the age level, 0.8% of respondents were under 18 years old, 84.2% were aged 18-25 years, 6.7% were aged 25-30 years, 2.5% were aged 31-40 years, and 5% were aged 41-50 years. The specific results are shown in Table 2.

From the descriptive statistical analysis results in the above table:

- (1) Since the questionnaire data has been screened, the proportion of customers visiting TX Huaihai has reached 100%.
- (2) This sample has a high proportion of women. From the psychological point of view, men pay more attention to the results of shopping while women enjoy the process of shopping. Because

the theme of this questionnaire is about the shopping experience in shopping centers, the high number of women is in line with common sense and will not affect the accuracy of the sample.

Table 2. Descriptive statistical analysis of the samples

Demographic variable		Frequency	Percentage%	Cumulative percentage%
Have you ever been to TX Huaihai Youth Force Center?	Yes	120	120	100
	No (The questionnaire is over)	0	0	100
Gender	Male	44	36.7	36.7
	Female	76	63.3	100
Education level	Junior high school	1	0.8	0.8
	High school	3	2.5	3.3
	Junior college	10	8.3	11.7
	Undergraduate college	97	80.8	92.5
	Master	7	5.8	98.3
	Doctor	2	1.7	100
Age	Under the age of 18	1	0.8	0.8
	18~25	101	84.2	85
	26~30	8	6.7	91.7
	31~40	3	2.5	94.2
	41~50	6	5.0	99.2
	51~60	1	0.8	100
	Above 60	0	0	100

(3) Since most of the questionnaires were distributed on social media platforms such as Xiaohongshu, the number of samples in the age group of 18~25 was relatively high. Moreover, the core consumer group targeted by TX Huaihai is also young people. Although the samples obtained lack of universality in the age level, the reliability of the samples can be guaranteed based on the above reasons.

4.2. Reliability Analysis

Reliability analysis reflects the reliability of questionnaires and scales, also known as reliability analysis. This analysis includes intrinsic consistency analysis and extrinsic consistency analysis. Intrinsic consistency analysis reflects whether the same concept is consistent under different metrics, while extrinsic consistency analysis allows us to understand whether measurements of the same object is same at different times. We usually choose the Cronbach's α coefficient as the judgment criterion for the reliability. The reliability of each scale is shown in the following table. The Cronbach's α coefficient of each scale is higher than 0.6 and

the overall coefficient of the questionnaire is higher than 0.695, which shows that the reliability of this questionnaire is good.

Table 3. Reliability analysis of each variable scale

	Items	The normalized alpha coefficient
Immersive Experience Scale	4	0.907
Activity Enjoyment Scale	3	0.946
Promotion-focused Scale	3	0.695
Prevention-focused Scale	3	0.866
Purchase Intention Scale	2	0.811
Overall reliability	15	0.801

4.3. Validity Analysis

Table 4. KMO and Bartlett tests

KMO sampling suitability quantity		.880
Bartlett spherical test	The approximate chi-square	1238.677
	Degree of freedom	105
	Statistical significance	.000

Table 5. Total variance interpretation

Component	Initial eigenvalue			Sum of Squares of extracting load			Sum of Squares of rotating load		
	Total	Variance%	Cumulation%	Total	Variance%	Cumulation%	Total	Variance%	Cumulation%
1	6.533	43.551	43.551	6.533	43.551	43.551	6.213	41.418	41.418
2	2.608	17.384	60.934	2.608	17.384	60.934	2.541	16.939	58.357
3	1.540	10.269	71.203	1.540	10.269	71.203	1.927	12.847	71.203
4	.792	5.278	76.481						
5	.620	4.134	80.615						
6	.558	3.720	84.335						
7	.426	2.842	87.177						
8	.398	2.657	89.833						
9	.342	2.280	92.113						
10	.302	2.012	94.125						
11	.245	1.635	95.760						
12	.208	1.386	97.147						
13	.181	1.204	98.350						
14	.134	.894	99.245						
15	.113	.755	100.000						

Extraction method: principal component analysis

In order to judge the effectiveness of the questionnaire, this paper uses the method proposed by Kaiser: using the number of sampling suitability, namely the KMO value, to judge. When the KMO value is greater than or equal to 0.9, the relationship between the item variables is very suitable, and when the KMO is greater than 0.8, the relationship between the variables can be judged as good, and the subsequent factor analysis can be carried out. First, the Bartley spherical test and KMO value were tested. From the following table, the KMO value is equal to $0.88 > 0.8$, while the p-value is less than 0.001, from which we can judge that the data obtained by the questionnaire is suitable for factor analysis.

After the KMO and Bartley ball test, the data were extracted by the principal component analysis using the maximum variance rotation method to explore the principal components of each dimension as well as the number of questionnaire factors and finally the three principal components were determined. As shown in Table 5.

Table 6. The rotated component matrix a

	Components		
	1	2	3
Pre1	.002	.865	-.123
Pre2	.052	.913	-.110
Pre3	.158	.840	-.068
Pro1	-.195	-.304	.656
Pro2	-.057	.161	.870
Pro3	-.069	-.280	.762
Ac1	.841	.036	-.224
Ac2	.878	.035	-.190
Ac3	.873	.020	-.125
Im1	.812	.001	-.022
Im2	.838	.083	.046
Im3	.886	.050	-.056
Im4	.850	.044	.012
ITP1	.726	.083	-.108
ITP2	.709	.187	-.084

4.4. Correlation Analysis

In order to explore the degree of correlation between variables, this paper will use SPSS26.0 to analyze the immersive experience, activity enjoyment, consumer regulatory focus and consumer purchase intention set in the hypothetical model. The correlation between the variables was significantly judged using the Person coefficient, and the analysis of the causal relationship between the variables was started after the significance. The results are shown in Table 7:

Table 7. Correlation analysis

Variable	Correlation	Purchase intention	Activity enjoyment	Promotion-focused	Prevention-focus	Immersive experience
Purchase intention	Pearson	1				
Activity enjoyment	Pearson	.713**	1			
Promotion-focused	Pearson	.214*	0.120	1		
Prevention-focused	Pearson	-.267**	-0.139	-0.080	1	
Immersive experience	Pearson	.577**	.796**	.242**	-.205*	1
Notes: ** p-value < 0.01, * p-value < 0.05						

According to the above results, immersive experience is significantly positively correlated with purchase intention and activity enjoyment is significantly positively correlated with consumers' purchase intention. Promotion focused is significantly positively correlated with consumers' purchase intention, and Prevention-focused is significantly negatively correlated with consumers' purchase intention. In conclusion, the data obtained as described above will be further analyzed.

4.5. Hypothesis Test

Taking the immersive experience provided by merchants as an independent variable, the causal relationship between them and activity enjoyment was studied by regression analysis. As shown in the results of Table 8, the regression coefficient is positive, the t-value is very large and the predictive effect of the immersive experience is significant and positive. The assumption that the immersive experience provided by merchants will have a positive impact on consumer activity enjoyment is valid and H1 is verified.

Table 8. Regression analysis of immersive experience on activity enjoyment

	R	R ²	B	t	F
c			1.834	2.872	204.075
Immersive experience	0.796	0.634	0.502	14.285	

In the mediation test, referring to the Bootstrap test process, if 0 is not in the indirect effect interval, the intermediary effect is proved; when 0 is in the indirect interval, the intermediary effect does not exist; when 0 exists in the direct effect interval, it is completely intermediary. It can be seen from Table 9 that activity enjoyment does play an intermediary effect between immersive experience and consumers' purchase intention and it is some intermediary, verifying H2.

When verifying H3, the sum average of the promotion-focused topic was first used minus the prevention-focused synthesis average. The median was then used for dichotomization to determine the adjustment orientation of the subject. Data from different regulatory focus cases were distinguished, and then effects in different regulatory focus cases were tested using the Process plugin. The results are shown in Table 10, from which: when the consumer is promotion-focused, the relative effect increases; when consumers are in prevention-focused, the impact of immersive experience on consumers' purchase intention through activities is

negative. It can be seen that regulatory focus plays a certain role in the process of immersive experience affecting consumers' purchase intention through activity enjoyment. To sum up, H3 is basically established.

Table 9. Test of the mediation effect

Variable	Indirect Effects		Direct Effects	
	Lower (Bias-Corrected 95%CI)	Upper (Bias-Corrected 95%CI)	Lower (Bias-Corrected 95%CI)	Upper (Bias-Corrected 95%CI)
Immersive experience- Activity enjoyment- Purchase intention	0.1824	0.2194	0.0012	0.2027

Table 10. Regulatory effects in different regulatory focus situations

	Effect	Boot SE	Boot LLCI	Boot ULCI
Direct effect	0.192	0.046	0.001	0.301
Promotion-focused	0.228	0.100	0.061	0.184
Prevention-focused	-0.271	0.287	0.001	0.175

5. Discussion

5.1. Significance and Suggestions

Through questionnaire survey and empirical analysis, this paper selects the emerging retail industry TX Huaihai and studies the mechanism and effect of immersive experience of shopping centers on consumers' purchase intention from the perspective of consumers. With the development of Internet technologies such as the Internet of everything and 5G, consumers' consumer demand and experience demand have produced huge changes. What brands and shopping malls all know is that generation --Z is the main consumer force in the world today only through novel immersive experience marketing. In this study, immersive experience is used as the independent variable and consumers' purchase intention is marketed through activity enjoyment. What's more, consumer regulatory focus is used as the adjustment variable to explore the subjective experience of consumers. Finally we get the conclusion: shopping center provides high quality immersive experience will have significant positive impact on consumers' purchase intention. This impact can be transmitted through activity enjoyment. Consumers in the promotion focus have positive feelings about activity enjoyment and will increase their purchase intention. However, for consumers in the prevention focus, the negative impact of immersive experience on purchase intention will increase.

In summary, this paper makes the following recommendations for shopping malls that want to adopt immersive experience marketing:

(1) For different target groups, the marketing content should also change when providing an immersive experience. Content is the magic weapon to win the marketing method. When the target customer group in promote-focused, the content should convey the idea of advance and development. Taking the shopping center as an example, when holding brand marketing activities, it should be the novelty and uniqueness of this activity should be emphasized in the early publicity. For example, this activity is the launch of certain goods, or emphasize that the

sensory experience brought by this activity is unique. For prevention-focused consumers, they pay more attention to factors such as stability and safety. For shopping malls, this means that comfort should be the first priority in setting up an immersive experience. Such as this activity will issue gifts, provide food tasting. The mall also set up baggage escrow, charge bank rental, child childcare and other security services to convey that the mall has appropriate measures after the risk to make consumers to enjoy activities in the shopping center and encourage consumers' purchase intention to improve.

(2) Immersive experience is positive and significant for consumers' purchase intention. Shopping centers should make full use of modern information technology and the rational layout of shopping scenes to attract consumers. In terms of decoration, the shopping center should abandon the conventional format decoration, provide personalized design freedom for the settled brands and dilute the trading relationship in the commodity display. What's more, it should increase the experience area of AR, interactive screen and interactive game experience, enhance the experience effect and interest and stimulate the entertainment demand of consumers. Of course, the immersive experience design of public space can not be ignored, making the consumer experience is coherent. In the appropriate commodity and brand exhibition, the shopping center should strengthen the connection between consumers and the environment to construct the heart flow experience, improve the enjoyment of consumer activities and the willingness to buy goods and services in the shopping center.

(3) Continue the consumer experience through online channels. Establish online consumer database to achieve accurate marketing and through WeChat public, membership, etc collect consumer information to help merchants understand customer needs through consumers' buying habits, shopping characteristics. Therefore the merchants can push specific merchant activities, promotion information and shopping information that consumers may need to stimulate consumers to buy. Especially under the epidemic, WeChat public account can inform consumers of the opening time of shopping centers to avoid consumers running empty. Holding online brand activities, such as collecting consumers' favorite brand, or lottery during the festival, voting activities LOGO, collecting theme day posters, small program level game, etc. to ensure the coherence of online immersive experience. This can still catch the hearts of consumers and enhance user engagement after shopping experience

5.2. Limitations and Future Research

Due to the impact of the epidemic, the data collection in this paper was concentrated online and the distribution time was short which led to the insufficient magnitude of the questionnaire and certain limitations. In the future, if there is an opportunity, we will choose to issue the questionnaire on the spot so that the timeliness and accuracy of the questionnaire answer can be stronger. In terms of variable setting, it can also be enriched. In the aspect of demography, the consideration of occupation, income and other information can be increased to deepen the exploration of the influence mechanism on consumers' purchase intention. In addition, it is hoped to strengthen field visits in the future research process. People can go to business centers similar to TX Huaihai, such as Xuhui Fengchao, K11 Shopping Center, Beijing SKP-S and other shopping centers characterized by immersive marketing. More visits and investigations are conducted to obtain universal marketing methods suitable for various situations and to find the most representative common characteristics to provide more effective suggestions for future marketing solutions.

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