

# Research on the Mechanism of Virtual Experiential Marketing to Consumer Behavior

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**Abstract:** with the development of information technology in China, the e-commerce industry has gradually developed. The upsurge of online shopping has made a huge change in the way people consume. This paper takes the virtual experience marketing as the research object, and studies the consumer's consumption behavior. The research results show that in the virtual experience marketing, the consumer's sensory feeling, emotional change, thinking and action may affect the consumer's consumption behavior. On this basis, this paper puts forward some relevant improvement measures to help the development of virtual experiential marketing in China.

## 1. Introduction

In the process of economic globalization and rapid development of information technology in China, e-commerce has become the mainstream of consumer economy, and online consumption has maintained a rapid development trend in the world. According to relevant data, in 2014, there were only 1.36 billion people online shopping in the world, while in 2016, there were 2.48 billion people online shopping. In the realization of life, we have seen reading day, holiday economy, double 11 and other activities, which have shown that the experience economy is booming. Sohu, Sina and Netease's domestic network three giants are all making profits by using experience services with Chinese characteristics. As a new marketing method, virtual experience marketing has been loved by people from all over the world since the beginning. Enterprises began to use the network to provide customers with the so-called personal experience at a low cost and fast speed, which is beyond the reach of traditional media.

## 2. Overview of Virtual Experiential Marketing

### 2.1 The Meaning of Experience Marketing

Virtual experience is a kind of experience, but its medium is the Internet. The so-called experience, is a person's mood, physical strength, intelligence brought to a certain level, in its consciousness produced the feeling of like and dislike. Experience is the feeling of the heart. The description of experience by psychologists is a kind of spiritual experience that all people who are highly self actualized have had, and they use the words of ecstasy, selflessness and eternity to describe the experience. In 1970, "the coming of the era of experience economy" was the first study on experience economy, in which it expounded the view that after the development of service industry, experience industry will become the pillar of future economic development.

### 2.2 The Application of Virtual Experience Marketing

Consumers' consumption concept began to change, not only focusing on the product itself, but also on the experience in the process of consumption. The marketing method of virtual consumer experience marketing is to create a rich virtual network environment through network channels, such as shopping websites, blogs, chat rooms, virtual communities, etc., and provide customers with relevant experience through video and audio. In the process of human-computer interaction, people's subjective consciousness gets pleasure, and some online game consumers can get higher pleasure after consumption.

### **3. Research and Analysis on the Model of Virtual Experience Marketing**

#### **3.1 Analysis on the Elements of Virtual Experiential Marketing Model**

Virtual experience marketing refers to the marketing of products or services through consumer experience. Unlike traditional marketing methods, experience marketing is more inclined to create an emotion and a complete experience, so as to better find the audience customers. We analyze virtual experiential marketing effectively to explore its relationship with consumers' consumption.

##### **3.1.1 Sensory Organs**

Virtual experience marketing is mainly through video, audio to convey their sensory feelings, which involves the visual, auditory, olfactory, taste and other sensory effects. Sensory management is to increase the added value of consumer products by stimulating the vision and hearing of consumers, and to create a good product consumption environment through the gorgeous pictures and moving music on the Internet to help consumers make better consumption.

##### **3.1.2 Emotion**

The emotional marketing in virtual experience marketing is to make consumers resonate with the emotion produced by experience in the process of consumption, and to promote the achievement of consumption. Emotional consumption can be described as the degree of pleasure and pleasure that individuals experience in a certain environment, and promoting the germination of emotion can effectively deepen consumers' dependence on consumer products.

##### **3.1.3 Reflection**

Product launch is not only the innovation of knowledge technology, but also the change of its connotation. The connotation of virtual experience marketing is to satisfy consumers' curiosity, create surprises and help consumers think. Consumers' consumption behavior generated by thinking often becomes the trend of the times, and the meaning sales in virtual experience marketing can effectively guide the concept of consumption and make more perfect consumption.

##### **3.1.4 Behavior**

Action marketing in virtual experience marketing is to show customers different ways of life, seek changes in life and behavior for customers, so as to enrich customers' needs and change their physical experience. The influence of behavior in virtual experience marketing is usually reflected in interaction, that is to overcome the link. Effective customer service can help products get better promotion. Behavioral marketing reduces the risk of product and service perception, and also ensures customers' confidence in the website.

##### **3.1.5 Relation**

The related marketing of virtual experience marketing is mainly to form a long-term communication with customers, to form a system by connecting customers with external social external, and to influence the group members in this system. Group members will share their preferences with each other to promote the communication between group members, so as to promote the production of consumption.

#### **3.2 Research Model and Its Variables**

Through market research, we can understand the variables, stage the main factors, and establish the relevant data model, as shown in Figure 1 and figure 1. These factors may be to improve the online browsing rate and purchase rate of consumers, which is of great help.

Table 1 Research Variable Definition of Virtual Experiential Marketing

Variable	Variable definition
Virtual experience	A dedicated consumer experience in the virtual shopping environment to achieve specific objectives, selfless time twisted pleasure experience
Attitude	Consumer attitudes toward an object
Interaction	Consumers' perception of communication and the degree of control
Convenient	The amount of energy consumers need to learn and use the site, as well as the degree of convenience to consumers
Effective	Consumers through the shopping site, improve the efficiency of search information or complete the purchase task
Individualization	The influence of the input of the object in the interaction

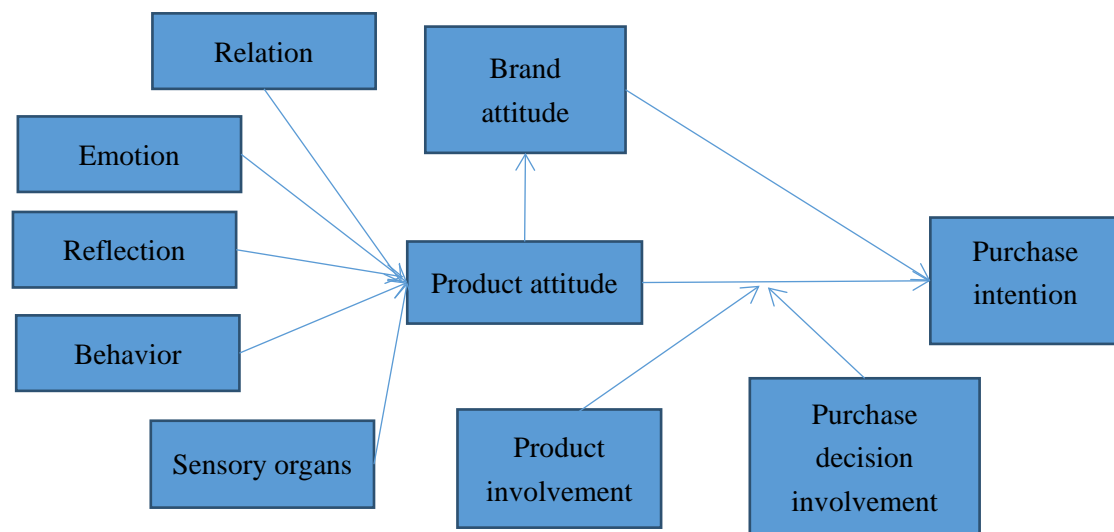


Fig.1 Structure of Virtual Experiential Marketing Model

## 4. Research Hypothesis and Verification

### 4.1 Research Hypothesis

#### 4.1.1 The Factors of Virtual Experiential Marketing Have a Certain Impact on Consumer Online Behavior

Through interaction with consumers, shopping websites make consumers happy and thus have a certain liking for the products or services of the website. In this way, consumers can increase their interest in browsing web pages, thus greatly increasing the events of browsing web pages. Relevant scholars found that the good operation of virtual experience marketing can make consumers rely on the website to some extent, for example, Taobao, tmall and other websites, which greatly increase the online behavior of consumers, but also to some extent, increase the recognition of customers to the web page.

#### 4.1.2 Virtual Experiential Marketing Factors Affect Customer Loyalty

Relevant scholars make a structure chart of virtual experiential marketing and customer loyalty, as shown in Figure 2:

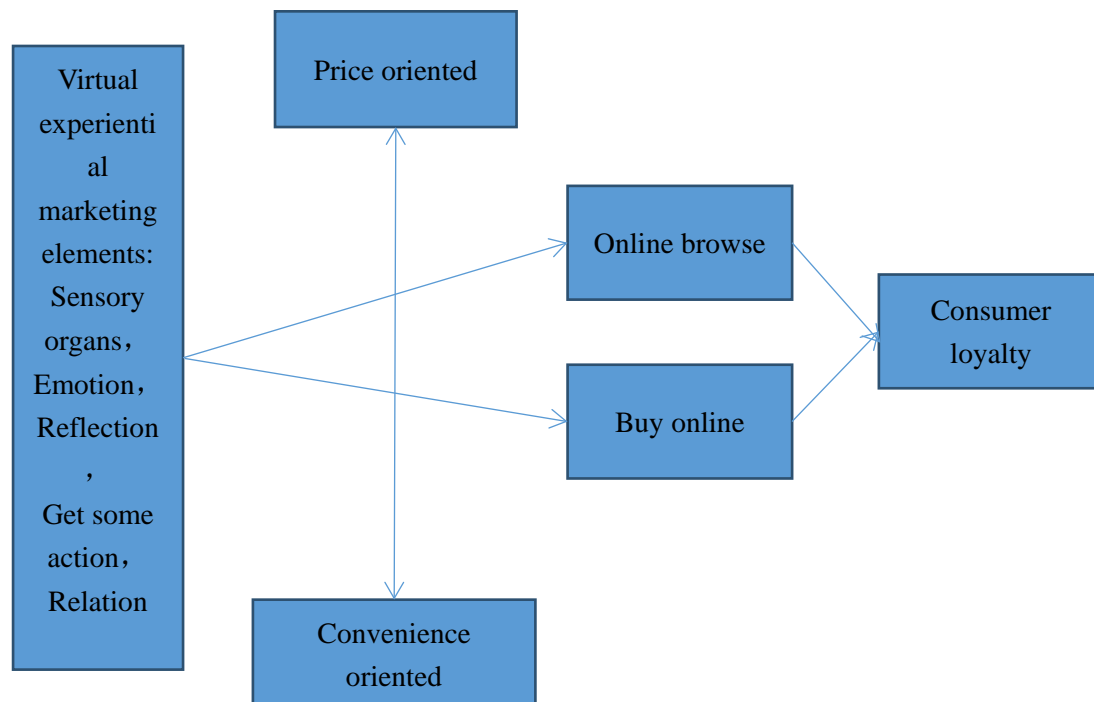


Fig.2 Relevant Scholars Make a Structure Chart of Virtual Experiential Marketing and Customer Loyalty

Relevant scholars define the loyalty of consumers as the strength of repeated purchase and the promotion degree of the brand in a short time in the future. After consumption, if consumers feel that their product quality and service attitude are good, they will continue to visit this website and recommend such website to others, thus forming a certain degree of loyalty.

#### 4.1.3 The Influence of the Elements of Virtual Experiential Marketing on Consumer Orientation

Consumer orientation, also known as shopping orientation, refers to the tendency of consumers to the shape and function of products, which has a direct relationship with the preferences of consumers. Relevant researchers divide shopping orientation into several categories: price orientation, experience orientation and convenience orientation. Price orientation refers to that consumers are moved by commodity prices, that is, discount and promotion. Convenience orientation means that consumers pay more attention to efficiency in the process of consumption, that is, consumers only buy their own target commodities. Experience oriented is to recommend products based on the previous experience of consumers, which can effectively help consumers to choose products.

Based on the above three factors, this paper puts forward the following assumptions for virtual experiential marketing:

The factors of virtual experiential marketing positively affect the willingness of online browsing

The factors of virtual experiential marketing positively affect online purchase intention

The factors of virtual experiential marketing positively affect customer loyalty

Online browsing intention positively affects customer loyalty

Online purchase intention positively affects customer loyalty

Price orientation positively regulates the relationship between virtual experiential marketing elements and sales volume

Experience oriented positive regulation of the relationship between virtual experiential marketing elements and sales volume

Convenience oriented positive regulation of the relationship between virtual experiential marketing elements and sales volume

## 4.2 Research Conclusion

This paper obtains relevant data through scientific research methods such as reasonable sample collection and collection, data selection, scale statistics, etc., as shown in Table 2

Table 2 Direct Effect Test Table

Explanatory variable	Model 1	Model 2	Model 3
	Browsing intention	Purchase intention	Customer loyalty
Sensory organs	0.2.1***	0.108***	
emotion	0.273***	0.256****	
Reflection	0.044	0.099	
Get some action	0.157***	0.146*	
Relation	0.021***	0.263***	
Browsing intention			0.283***
Purchase intention			0.240***
R <sup>2</sup>	0.335	0.481	
F-measure	205.88.***	311.27***	149.29***

The experimental results show that:

- 1) The factors of virtual experiential marketing have a positive impact on consumers' willingness to browse online and purchase online; online experiential marketing makes consumers more willing to browse the web page, and willing to spend time to learn the details of products from the web page.
- 2) Online purchase and browsing willingness are also positively affecting customer loyalty. The longer the customers browse, the longer the customers depend on the merchants, so as to maintain a fixed consumer group.
- 3) Price orientation positively regulates the relationship between virtual experiential marketing elements and online browsing willingness, as well as between virtual experiential marketing elements and online purchase willingness; the price directly affects consumers' consumption desire and willingness, and the lower the price orientation is, the better, but on the premise of ensuring the quality of goods and services.
- 4) Convenience orientation is positively regulating the relationship between virtual experiential marketing elements and online purchase intention. Customers' perception of the convenience of consumer services has a direct impact on the purchase desire of consumption. The more convenient the service, the more willing consumers are to accept it.

## 5. Relevant Countermeasures and Suggestions

### 5.1 Vividness Regulation of Perception

#### 5.1.1 Visual Perception

The description of the product on the website is very important, which is the first impact of consumers on the product and the only way for consumers to understand the product.

1) Web page layout: Web page layout should be effectively adjusted according to the products you sell. For new things, you can provide some three-dimensional layout and give a certain visual effect. For household products, you can make web pages into a home model, place relevant links in different places, and provide customers with comfortable sensory effect. At the same time, pictures and sound effects are the key points of web page layout. The use of pictures should not be too gorgeous, but should conform to the artistic conception.

2) Web Text: there will be text descriptions of products and related links to web pages, which need to be replaced in real time, and the text content should conform to the characteristics of the website. The text of the web page should be concise and clear, and its central meaning should be clearly pointed out, so as to reduce consumer's reading fatigue.

#### 5.1.2 Response Perception

Virtual experience marketing is also called network marketing. Its carrier is the network. Strengthening the interaction mechanism of the network can better grasp the needs of consumers. The

network can bring together consumers with the same preferences. Consumers can set up topic forum, chat and other activities in the network community, increase the communication between consumers, and strengthen the feedback between customers and customer service, so that businesses can quickly know the shortcomings of products, and promote the update and upgrading of products. When there is barrier free communication between consumers and between consumers and customer service, then these customers may become loyal customers of merchants, and merchants can give certain benefits to stabilize them to help their brand promotion.

### **5.1.3 Personality Construction**

Personalized website construction is an important means to attract customers. Personalized construction is to create services for their own specific audience. The purpose of personalization is to provide services for consumers more effectively and conveniently. Personalized construction is to predict the future purchase direction of customers according to their browsing situation. For an online consumer, its essence is the record of browsing the page. By analyzing the consumer's browsing record, we can roughly judge his consumption interest and consumption ability, and push the goods at the right time can effectively help the visitors to adjust.

## **5.2 Improve the Experience Effect of the Website**

Website is the “store” of virtual experience marketing and the core stage of experience economy. The quality of website design determines the browsing rate of website. The design interface of Yahoo's website is mainly white and purple. The personalized interface gives people a noble and elegant temperament, and its orderly framework, as well as the display of related products, attracts a large number of customers. The website needs to be based on long-term development, introduce different levels of experience, can bring exclusive services to different groups of people, and strive to leave an indelible impression in the hearts of consumers.

## **5.3 Improve Service**

The key point of modern consumption is service. Because of the sudden acceleration of the pace of life, modern people have no leisure time. Consumption also pursues high efficiency, the efficiency of time and interests.

As a virtual experience marketing, it should provide customers with better experience. Businesses can provide such consumers with a system, so that they can quickly find the products they need, increase the speed of logistics, and ensure the quality of services. At the same time, through microblog, wechat, QQ and other social ways, collect customer opinions, find out the problems concerned by customers in time, and publish solutions through the website, so as to provide customers with a better experience.

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