The Interplay among Media Marketing Strategies, Consumer Behavior and Consumption Contexts: A Correlational Report

Li-Wei Wei[*]
General Education, Dhurakij Pundit University
[*]liwei.wei@dpu.ac.th

Abstract

In the contemporary epoch, the phenomenon of medialization has inextricably intertwined media logic with economic reality, necessitating a structural paradigm shift from physical transactions to algorithmically curated consumption contexts. This study empirically deconstructs the tripartite interplay among media marketing strategies, consumption contexts, and consumer behavior, focusing on the distinct psychometric stratifications between university students and corporate employees. Utilizing a rigorous quantitative correlational framework, the investigation addresses the critical empirical lacuna regarding how digital immersion differentially impacts cognitive processing across diverse life stages and economic autonomies. The results delineate a profound behavioral bifurcation: the workforce cohort exhibits rational stability, utilizing media stimuli primarily for utility verification, evidenced by statistical homogeneity. Conversely, the student demographic manifests impulsive volatility, where decision-making is heavily predetermined by immersive scenarios rather than intrinsic utility, confirming the hypothesis of age-related cognitive vulnerability. Correlation analysis further corroborates that while medialization universally drives consumption, the "consumption context" functions as a navigational tool for the economically autonomous, yet operates as a persuasive enclosure for transitional consumers. The study concludes that post-pandemic consumerism is structurally heterogeneous, dictated largely by digital maturity. Consequently, the research advocates for a dual-pronged strategic response: the adoption of precision-segmented, ethical marketing frameworks by commercial stakeholders, and the integration of algorithmic awareness modules into higher education curricula to mitigate the systemic risks of impulsive digital acquisition.

Keywords: Medialization, Consumption Contexts, Consumer Behavior, Digital Marketing Strategy

1. Introduction

1.1 Research Background and Motivation

In the contemporary epoch characterized by advanced economic globalization and digital maturation, the interface between media systems and socioeconomic structures has become inextricably intertwined, a phenomenon frequently conceptualized in academic discourse as "medialization" (Keller, 2009). This paradigm shift has transcended mere communication, embedding media logic into the very fabric of cultural innovation, mental health paradigms, and, most notably, consumer transactional behaviours. Consequently, the media industry no

longer functions solely as a conduit for information dissemination but acts as a primary architect of economic reality and lifestyle definition (Miah et al., 2022; Sandunima & Jayasuriya, 2024). While the trajectory toward digitization was evident prior to the recent global health crisis, the pandemic acted as a potent catalyst, accelerating the migration from physical, brick-and-mortar engagements to virtualized consumption environments (Hamid et al., 2023; Polearus & Timuș, 2021). Imposed social alienation and embargoes necessitated a radical reconfiguration of consumer habits, entrenching e-commerce not merely as an alternative, but as the dominant mode of acquisition. This transition has fundamentally altered the "consumption context"—shifting from tactile, interpersonal exchanges to algorithmically curated digital interactions where value is negotiated through screens rather than physical proximity (Wu & Li, 2018; Zhou et al., 2021). Post-pandemic consumerism is thus characterized by a heavy reliance on virtual validation and digital convenience, fundamentally restructuring the physiological and psychological mechanics of shopping (Gao et al., 2018; Song et al., 2021). Understanding this metamorphosis is critical, yet current literature often treats these shifts as temporary anomalies rather than structural transformations (Fu et al., 2018; Safeer, 2024). Therefore, the primary motivation of this study is to quantitatively deconstruct the interplay between pervasive media marketing strategies and these solidified digital consumption habits, providing a granular analysis of how medialization continues to redefine value perception and purchasing logic in the post-pandemic era.

The operational mechanics of commerce have evolved in tandem with technological ubiquity, necessitating a departure from monolithic traditional marketing toward dynamic, data-driven strategies. As elucidated by Angelica and Tj (2025) and Alfina et al. (2021), contemporary commercial actors must navigate a landscape where consumer attention is fragmented and highly contested. The motivation for this research stems from the observation that media-based marketing—leveraging social platforms, interactive advertising, and precision targeting—has become the linchpin of brand equity and consumer loyalty (Areiza-Padilla & Cervera, 2023; Li et al., 2020). Unlike traditional offline modalities, where purchasing decisions were predicated on tangible assessment (touch, trial, and immediate inspection), the digital domain relies heavily on "mediated trust"—trust built through high-fidelity visual assets, influencer endorsements, and aggregated user reviews (Hamid et al., 2023; Mishra, 2019;). While the digital sphere offers unparalleled efficiencies regarding temporal and physical labor, it introduces a complex variable: the separation of the consumer from the physical product (Widagdo & Roz, 2021; Shah et al., 2020). This separation necessitates a reliance on marketing communications to bridge the sensory gap. However, this shift is not uniform; a tension remains between the convenience of digital procurement and the sensory assurance of offline shopping (Lee & Cotte, 2009; Rook & Fisher, 1995). By focusing the investigation on a specific urban demographic within Shandong Province, this study seeks to isolate geographical and cultural variables that may influence how this tension is resolved (Areiza-Padilla & Cervera, 2023; Cadavid-Gómez et al., 2025). This localized focus allows for a nuanced examination of how global marketing trends permeate specific regional markets, offering empirical insights into the efficacy of targeted media strategies in driving sales versus the enduring psychological barriers to online adoption.

1.2 Problem Statement

Despite the operational efficiencies of digital commerce, a profound systemic problem persists regarding the ethical and psychological ramifications of hyper-persuasive media marketing (Harnish et al., 2017; Shams et al., 2021). The core problem this study addresses is the widening asymmetry between sophisticated marketing machinations and consumer cognitive defense mechanisms (Jacoby, 2002; Woodworth, 1929). Marketing strategies have evolved beyond simple information dissemination to become immersive, psychologically targeted campaigns designed to trigger immediate behavioural responses, often bypassing rational utility assessment (Mehrabian & Russell, 1974; Sherman et al., 1997). This environment creates a fertile ground for "impulse consumption," where the meticulously curated allure of the advertisement obscures the material reality of the product (Merdin Uygur, 2018; Rook & Fisher, 1995). When the tangible product fails to meet the expectations established by the mediated representation, the result is a significant psychological deficit, manifesting as post-purchase dissonance and regret (Lee & Cotte, 2009; Sun & Zhang, 2015). This issue is exacerbated by the diverse susceptibility of different demographic cohorts (Berg & Liljedal, 2022; Cotten et al., 2022). For instance, younger demographics, such as university students, exhibit high digital literacy yet possess lower impulse control and financial resilience, making them disproportionately vulnerable to emotive advertising and trend-driven consumption (Dumford et al., 2023; Ziwa & Dizon, 2020). Conversely, older demographics may face challenges regarding digital navigation and information verification, making them susceptible to deceptive practices in different ways (Guido et al., 2022; Wolf et al., 2014). The problem is not merely that deception occurs, but that the structure of current media marketing strategies—prioritizing engagement and conversion over accurate representation—systematically encourages suboptimal consumer decision-making (Parajuli & Budhathoki, 2022; Safeer, 2024). Existing research has adequately mapped the rise of e-commerce, yet there remains a paucity of quantitative models that rigorously correlate specific media marketing variables (such as interactivity and visual fidelity) with the incidence of adverse behavioural outcomes like regret and irrational spending across stratified demographics (Song et al., 2021; Wu & Li, 2018). This study aims to remediate this gap by isolating the mechanisms through which media strategies manipulate consumption contexts, thereby identifying the specific determinants that transform marketing influence into consumer vulnerability.

1.3 Research Objectives

The primary objective of this investigation is to empirically delineate the complex interplay between media-based marketing strategies, consumption contexts, and subsequent consumer behaviour within the specific socio-economic ecosystem of Guangdong Province (Choi & Lee, 2017; Matos & Krielow, 2019). Deviating from monolithic market analyses, this study seeks to disaggregate consumer data across three distinct demographic cohorts—university students and corporate employees—to isolate the variables of life-stage and economic autonomy (Guido et al., 2022; Świda & Kubejko-Polańska, 2017). Specifically, the research aims to: (1) Quantitatively assess the prevailing status of media merchandising exposure and consumption scenarios among these stratified groups, and (2) Establish the magnitude and direction of the correlation between immersive media marketing stimuli and consumer decision-making processes (Jacoby, 2002; Wu & Li, 2018). By employing a comparative quantitative framework,

this study intends to reveal how "medialization" differentially impacts the cognitive processing of transitional consumers (students), economically stable agents (office workers), and digitally adapting seniors (Berg & Liljedal, 2022; Cotten et al., 2022). Ultimately, the goal is to construct a predictive model that elucidates the extent to which algorithmic curation and virtual consumption scenarios dictate purchasing logic, thereby mapping the structural transformation of commerce in a post-pandemic, digital-first society (Safeer, 2024; Zhou et al., 2021).

1.4 Significance of the Study

The theoretical significance of this inquiry lies in its potential to bridge a critical empirical lacuna regarding the demographic heterogeneity of digital consumerism (Miah et al., 2022; Shrestha et al., 2023). Contemporary discourse frequently treats the "online consumer" as a homogenized entity; however, this reductionist view obscures the nuanced psychological and behavioural divergences resulting from generational and occupational stratification (Gao et al., 2018; Wu & Li, 2018). By juxtaposing the impulsive, trend-susceptible nature of university students—who exist in a state of economic transition—against the stable purchasing power of office workers, this study enriches the taxonomy of Consumer Psychology (Guido et al., 2022; Wolf et al., 2014). It challenges existing paradigms by positing that the "consumption context" is not merely a technological environment but a psychological construct modulated by age-related physiological constraints and lifestyle imperatives (Berg & Liljedal, 2022; Cotten et al., 2022). Furthermore, as the elderly population confronts mobility limitations necessitating a reliance on e-commerce, and younger generations face the psychological pressures of algorithmic persuasion, this research provides a necessary expansion of Social Cognitive Theory within the digital domain (Jacoby, 2002; Song et al., 2021). It offers a granular understanding of how media stimuli are decoded differently across the lifespan, thus moving the academic conversation beyond simple adoption rates to a more profound understanding of media-induced behavioural modification and the ethics of digital persuasion (Harnish et al., 2017; Safeer, 2024).

From a pragmatic perspective, the elucidation of these dynamics offers critical intelligence for commercial stakeholders, policymakers, and consumer advocacy groups (Helmi et al., 2022; Alfina et al., 2021). In an era characterized by data-driven hyper-competition, the findings of this study will empower marketing practitioners to transcend generic advertising in favor of precision-engineered strategies that respect the distinct needs and vulnerabilities of specific demographic segments (Angelica & Tj, 2025). For instance, understanding the friction points for employees—such as interface complexity or trust deficits—can drive the innovation of more inclusive, accessible digital platforms, while insights into the impulse-control mechanisms of students can inform more ethical marketing standards (Guido et al., 2022; Widagdo & Roz, 2021). Furthermore, this research holds substantial value for regulatory bodies tasked with maintaining market integrity (Parajuli & Budhathoki, 2022; Shrestha et al., 2023). By identifying the specific mechanics through which media strategies may exploit cognitive vulnerabilities—leading to irrational spending or post-purchase dissonance—this study provides the evidentiary basis for robust consumer protection frameworks (Harnish et al., 2017; Merdin Uygur, 2018). Consequently, the research serves a dual function: optimizing commercial efficacy for ethical enterprises while simultaneously fortifying the psychological

and economic well-being of the consumer populace against the potential depredations of unchecked algorithmic marketing (Jacoby, 2002; Safeer, 2024).

2. Literature Review

The theoretical framework of this study relies on three core concepts: the "midstream" (flow) experience, social alienation, and the Stimulus-Organism-Response (S-O-R) model. The midstream experience suggests that when individuals—whether college students seeking fashion or employees seeking care—feel immersed and pleased during an activity, their engagement and purchase intentions increase (Koufaris, 2002). Conversely, the theory of alienation highlights the negative psychological states, such as powerlessness or social isolation, that can arise in digital consumption scenarios due to the lack of physical interaction or technical unfamiliarity (Cotten et al., 2022; Hancock et al., 2022). Finally, the S-O-R model serves as a behavioural mechanism to explain how environmental stimuli, such as live-streaming interactions, trigger internal emotional and cognitive states (the organism), which subsequently dictate the final consumer response, ranging from purchase intention to return behaviour (Jacoby, 2002; Safeer, 2024).

Media-based commercial marketing is defined as the use of material carriers, particularly internet-based tools and social platforms, to transfer information and promote goods (Wijaya & Sisca, 2020; Li, 2018). This approach has evolved from traditional, slower methods to dynamic Online-to-Offline (O2O) and self-media models that facilitate real-time interaction, data sharing, and global connectivity (Angelica & Tj, 2025; Shrestha et al., 2023). Successful media marketing relies on four key dimensions: advertising, promotion, interactive marketing, and word-of-mouth communication. While this model offers scale and speed, it faces challenges regarding the lack of physical quality assurance and a shortage of professional talent (Hamid et al., 2023; Polearus & Timuș, 2021). Empirical studies suggest that innovations in this field, such as short-video marketing and narrative communication, significantly enhance brand identification and leverage social-cognitive processes to influence consumer trust and behaviour (Alfina et al., 2021; Sandunima & Jayasuriya, 2024).

Consumer behaviour is analysed through the lens of consuming scenarios—the environmental factors surrounding a purchase—and established decision-making models (Cao, 2015; Fu et al., 2018). The consuming scenario, whether online or offline, heavily influences behaviour through variables like time pressure, social environment, and sensory experience (Sherman et al., 1997; Wu & Li, 2018). The consumer decision process is framed by the EKB (Engel, Kollatt, & Blackwell) model, which outlines five stages: problem identification, information search, options evaluation, buying behaviour, and post-purchase outcomes (Davis, 1989; Mishra, 2019). In modern digital contexts, this process is increasingly influenced by big data and live e-commerce, which can shorten decision times and trigger impulsive buying through external stimuli like limited-time offers and influencer recommendations (Zhou et al., 2021) shifting consumption from rational planning to emotional gratification (Rook & Fisher, 1995; Shams et al., 2021).

Empirical research indicates distinct consumption habits across different demographic groups (Parajuli & Budhathoki, 2022). College students, who are highly sensitive to fashion and trends, are the primary adopters of new media; they are easily influenced by "Net-Celebrity" culture and live-stream atmospheres, leading to high rates of impulsive consumption (Dumford et al., 2023; Mastrodicasa & Metellus, 2013). Office workers (full-timers) are divided by life stage: younger workers often exhibit impulsive, trend-chasing behaviours similar to students, while middle-aged workers with families prioritise efficiency, quality, and practical needs,

exhibiting more rational and planned purchasing behaviour (Guido et al., 2022; Wolf et al., 2014). Part-timer workers, conversely, are generally more conservative; they prioritise safety and trust, often preferring offline shopping for its tangible benefits and social interaction, though they are gradually adopting online methods when personalised care and ease of use are provided (Berg & Liljedal, 2022; Świda & Kubejko-Polańska, 2017).

The study proposes two main hypotheses regarding the relationships between marketing, scenarios, and consumer demographics (Helmi et al., 2022; Raji et al., 2017). First, (H1) is hypothesized that distinct behaviours exist for each group: college students rely on social media and shop impulsively online; office workers seek utility and show a mix of impulsive and stable behaviours (Safeer, 2024), and the study hypothesizes (H2) a positive correlation where effective media-based commercial marketing enhances the consuming-scenario experience and positively influences consumer purchasing behaviour, suggesting that positive external stimuli can reduce anticipated regret and increase satisfaction (Lee & Cotte, 2009; Li et al., 2020).

## 3. Methodology

3.1 Research Participant

The current study utilizes a stratified sampling methodology, geographically anchored within Guangdong Province—a region selected for its status as a paragon of commercial innovation and socio-economic dynamism. This locale offers a heightened degree of representativeness regarding contemporary consumption patterns in coastal metropolitan environments, distinct from the original parameters of comparable studies (Clifford et al., 2023; Verma & Verma, 2020). To ensure the statistical robustness necessary for correlational validity, the sample size was determined via an a priori power analysis using G*Power software. Inputting standard parameters for a medium effect size, an alpha error probability of .05, and a power of .95, the calculation mandated a minimum sample threshold which was subsequently exceeded to account for potential attrition (Bhimanand Pandurang Gajbhare et al., 2025; Verma & Verma, 2020). Consequently, the study successfully recruited a total of 457 valid participants (N = 457). The research design intentionally excised the retired demographic to facilitate a more granular examination of the dichotomy between "emerging" and "established" economic actors. By isolating these active cohorts, the investigation purports to scrutinize the evolutionary trajectory of consumption behaviours as individuals transition from the resource-constrained, yet digitally native environment of tertiary education, to the time-constrained, resource-stable environment of the professional workforce. This exclusion ensures that the data derived possesses high external validity, allowing for generalizations concerning the interplay between modern media marketing strategies and the purchasing decisions of the active labor and pre-labor forces (Clifford et al., 2023; Meng-meng et al., 2024).

The resultant sample (N= 457), as shown in Figure 1, reveals a demographic composition characterised by a slight preponderance of male participants (N=256; 56.01%) relative to their female counterparts (N= 201; 43.99%). In terms of occupational stratification, the cohort is bifurcated into college students (N=284; 62.14%) and enterprise employees (N=173; 37.86%). This division highlights distinct psychographic divergences regarding susceptibility to mediatized stimuli (Lim & Kim, 2022; Newman, 2015). The collegiate demographic, representative of the youth in the new era, exhibits a pronounced propensity for novelty-seeking behaviour and curiosity-driven consumption. Despite prevalent fiscal constraints, a substantial proportion of this group's expenditure is allocated to digital commerce, wherein they frequently display a susceptibility to emotional appeals and impulse purchasing (Lim & Kim, 2022; Meng-meng et al., 2024). In contradistinction, the employee cohort operates under

a markedly different set of constraints characterised by temporal scarcity and greater financial stability. Their engagement with consumption contexts is predicated on utility, brand equity, and efficiency rather than price elasticity. This group demonstrates a willingness to absorb premium pricing structures in exchange for high-quality products and the convenience facilitated by digital media, contrasting sharply with the impulsive, price-sensitive behaviour of the student population (Newman, 2015; Bhimanand Pandurang Gajbhare et al., 2025).

Figure 1
Sample Group Demographics (n=457)
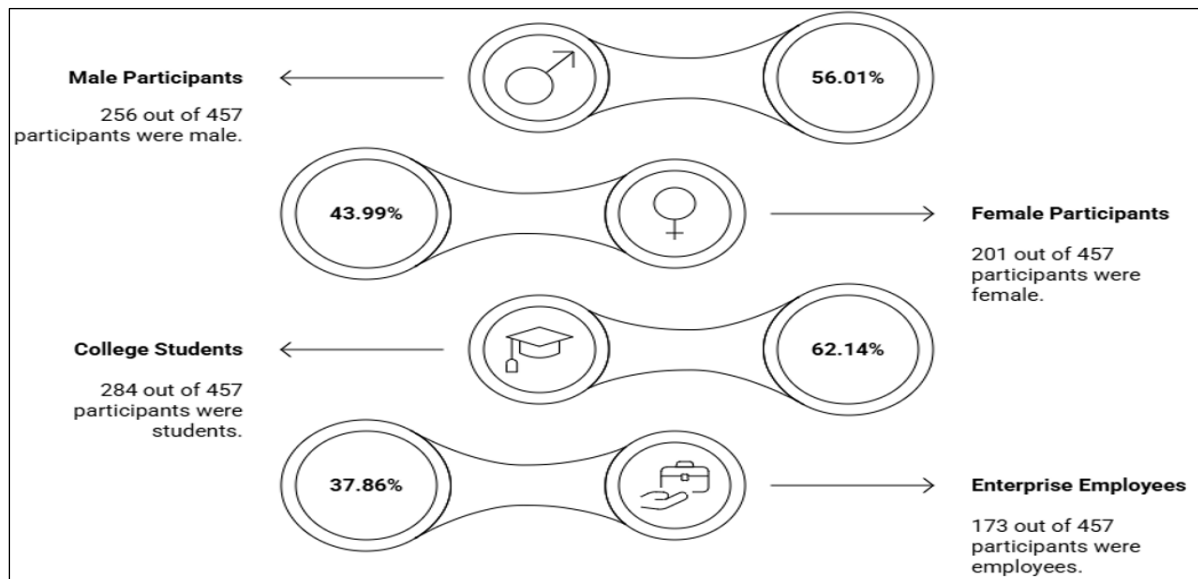
3.2 Research Instruments

The quantitative instrumentation employed in this study was meticulously adapted from established psychometric scales to ensure construct validity and reliability. The survey instrument is tripartite, measuring Media-Based Commercial Marketing, Consuming Scenarios, and Consumer Behavior as illustrated in Table 3.1. For the assessment of Media-Based Commercial Marketing, the study utilized the scale developed by Raji et al. (2018). While the original instrument encompasses multiple facets of social media communication, this study specifically extracted the social media advertising dimension to evaluate consumers' perceptions regarding the informational utility, creativity, and persuasiveness of digital advertisements. This section initially comprised 10 items, utilizing a 5-point Likert scale to gauge responses ranging from "strongly disagree" to "strongly agree." Concurrently, the Consuming Scenarios construct was operationalized using the framework proposed by Dong et al. (2020). This 12-item scale measures the consumer's offline experience within an online shopping context, segmented into four distinct dimensions: sensory experience, cognitive experience, trial experience, and emotional experience. The scale demonstrates robust internal consistency, effectively capturing the multidimensionality of experiential marketing. The Consumer Behavior construct was measured using a composite scale synthesized from Yu and Luo (2022), Merdin (2018), and Lee and Cotte (2009), encompassing dimensions of Hedonism, Cognition, and Regretful Behavior. The pilot study, conducted with a sample of college students (N=94) and office workers/employees (N=94), necessitated a critical refinement of this instrument. An analysis of the Corrected Item-Total Correlation (CITC) revealed that Item

1 (Product Promotion) and Item 20 (Rational Behavior) failed to meet the statistical threshold for discrimination and meaningfulness. Consequently, these two items were excised to enhance the scale's psychometric properties, resulting in a finalized 18-item measure for Consumer Behavior. The psychometric robustness of the finalized instrument was confirmed via Cronbach's alpha coefficients, which exceeded the .70 threshold across both demographic cohorts (Students: alpha=.980; Office Workers/employees: alpha=.978), alongside satisfactory KMO values (> .85) and Bartlett's Test of Sphericity ($p<.001$), confirming the instrument's suitability for the subsequent multivariate analysis.

Table 3.1
Summary of Measurement Scales and Psychometric Properties

Construct	Scale Name / Source	Dimensions	Initial Items	Final Items	Reliability (Pilot α)
Media Marketing	Social Media Marketing Communication Scale *(Adapted from Raji et al., 2017; 2018)*	Social Media Commercial (Perception, Utility, Creativity, Persuasion)	10	10	Students: .980 employees: .978 KMO=.964 Sig=.000
Consumption Context	Consumer Offline Experience in Online Shopping Scale *(Dong et al., 2020)*	Sensory Experience Cognitive Experience Experiencing (Trial) Emotional Experience	12	12	α >.90 KMO=.968 Sig=.000
Consumer Behavior	Composite Consumer Behavior Inventory *(Synthesized from Yu & Luo, 2022; Merdin, 2018; Lee & Cotte, 2009; Rook & Fisher, 1995)*	Product Promotion Hedonism Cognition Regretful Behavior Rationality	20	18	α >.90 KMO=.946 Sig.=.000

3.3 Process, Data Collection

The empirical data acquisition phase, executed on October 21, 2025, employed a stratified random sampling methodology within Guangdong Province to capture a representative cross-section of the target demographic. The survey instrument was disseminated digitally via distinct QR codes, facilitating immediate access for a dual cohort comprising undergraduate respondents within a collegiate setting and employees situated in off-campus urban locales. As Figure 2 delineates, from an initial distribution of 466 questionnaires, a rigorous data screening protocol yielded 457 valid responses, effectively excluding 9 instances of invalidity due to incompleteness or response bias. Subsequent psychometric validation substantiated the instrument's robustness and homogeneity. Specifically, reliability analysis demonstrated exemplary internal consistency, with Cronbach's alpha coefficients significantly surpassing the conventional .70 threshold across all constructs: Media-Based Commercial Marketing (α=.923), Consuming Scenarios (α=.930), and Consumer Behavior (α=.915). Furthermore, construct validity was unequivocally established through the Kaiser-Meyer-Olkin (KMO) measure; indices for all variables demonstrated superior sampling adequacy (Media: .975; Scenarios: .988; Behavior: .964), accompanied by statistically significant Bartlett's tests of sphericity ($p<.001$). These metrics collectively attest to the high fidelity of the dataset, thereby justifying the subsequent inferential analyses.

Figure 2
Psychometric Validation and Data Fidelity Summary
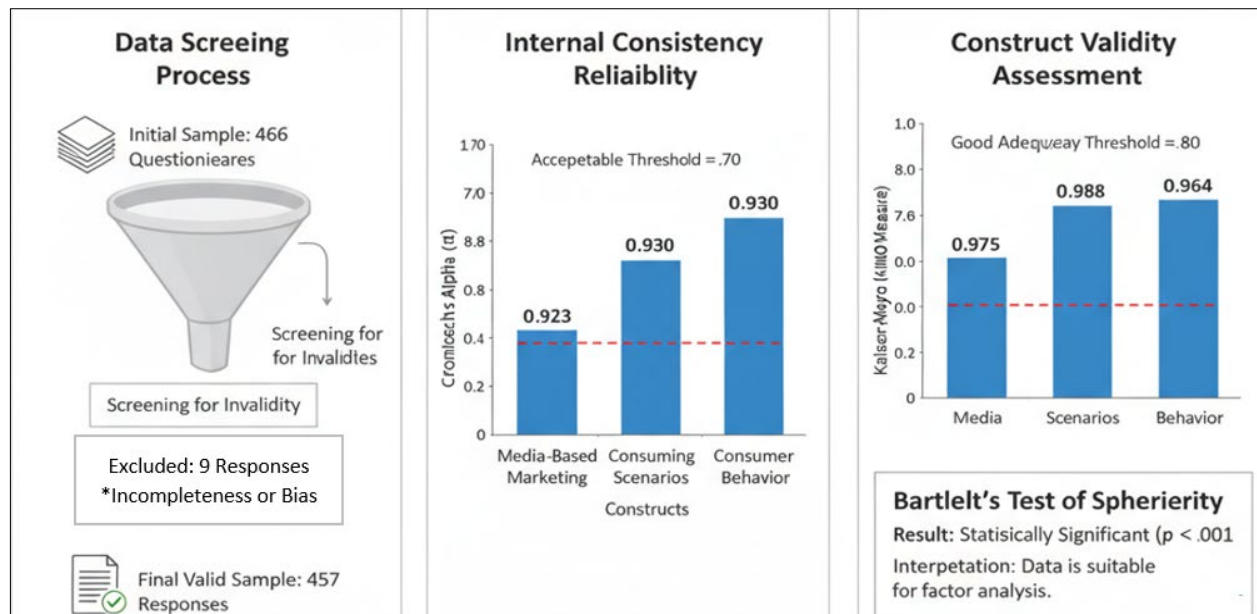
4. Results and Hypothesis Verification

4.1 Descriptive Analysis and Test of Hypothesis

The descriptive analysis in Table 4.1 highlights distinct psychometric profiles between College Students and Office Workers, providing empirical support for Hypothesis 1 (H1). Office Workers show higher means in Media-based commercial marketing (M=4.674) and Consuming Scenarios (M=4.129) than students, with low standard deviations (SDs .752–.919) indicating homogeneity and stable, calculated consumption patterns, as posited in H1. In contrast, College Students exhibit strong engagement in Media-based commercial marketing (M=4.516) and high Consumer Behavior scores (M=4.108), but with higher standard deviations (SD=1.084 and 1.046), reflecting greater behavioral heterogeneity and volatility consistent with impulsive, emotionally driven purchases influenced by social media. This contrast—uniform, utility-driven responses in Office Workers versus erratic, high-variance behaviors in College Students—validates the research assumptions, confirming distinct mechanisms of pragmatic stability versus impulsive variability, fully supporting H1.

Table 4.1
Descriptive Analysis of Marketing Strategies and Consumer Behavior by Group

Group/Variables	Mean (M)	Std. Deviation (SD)
College Students		
Media-based commercial marketing	4.516	1.084
Consuming Scenarios	3.975	1.055

Note：The data herein was sourced from a compilation independently conducted by the researcher

Table 4.1

Descriptive Analysis of Marketing Strategies and Consumer Behavior by Group (Continue)

Group/Variables	Mean (M)	Std. Deviation (SD)
Consumer Behavior	4.108	1.046
Office Workers (Employees)		
Media-based commercial marketing	4.674	.889
Consuming Scenarios	4.129	.919
Consumer Behavior	4.016	.752

Note：The data herein was sourced from a compilation independently conducted by the researcher

4.2 Correlation Analysis

The following analysis examines the bivariate relationships to test Hypothesis 2, which proposes that effective media-based commercial marketing enhances the consumption experience, leading to positive consumer behavior. As shown in the summary data and Table 4.2, Pearson correlation coefficients (r) indicate statistically significant positive associations ($p<.001$) for all variable pairs in both college students and employees, fully supporting the hypothesis. Specifically, media-based commercial marketing strongly correlates with consuming scenarios, more so for employees (r=.715) than college students (r=.612), indicating stronger linkage in the workforce. Consumer behavior also varies by group: college students show a strong correlation with consuming scenarios (r=.701), suggesting that immersive environments critically reduce regret and boost satisfaction; employees exhibit moderate but significant correlations with both marketing (r=.451) and scenarios (r=.477). Overall, these results confirm Hypothesis 2, demonstrating that positive stimuli from strategic marketing and well-designed consumption scenarios significantly correlate with greater purchasing propensity and consumer satisfaction.

Table 4.2

Summary of Bivariate Correlations for Hypothesis 2 Testing

Demographic Group	Variable Pair (Independent ↔ Dependent)	Pearson Correlation (r)	Sig. (2-tailed)	Strength of Association
	Media Marketing ↔ Consuming Scenarios	.612**	< .001	Moderate-Strong
College Students	Media Marketing ↔ Consumer Behavior	.508**	< .001	Moderate
	Consuming Scenarios ↔ Consumer Behavior	.701**	< .001	Strong
	Media Marketing ↔ Consuming Scenarios	.715**	< .001	Strong
Employees	Media Marketing ↔ Consumer Behavior	.451**	< .001	Moderate
	Consuming Scenarios ↔ Consumer Behavior	.477**	< .001	Moderate

Note 1：The data herein was sourced from a compilation independently conducted by the researcher

Note 2: *p<.05; **p<.01; ***p<.001

5. Conclusion and Discussions, Recommendations

5.1 Synthesis of Findings and Conclusion

The empirical corroboration of the formulated hypotheses elucidates a profound behavioral bifurcation within the digital consumption ecosystem, challenging the notion of a homogenized online consumer populace. The confirmation of Hypothesis 1 through descriptive analysis reveals a distinct dichotomy in psychometric profiles: the Office Worker cohort exhibits a pattern of "rational stability," characterized by high mean scores in media receptivity (M=4.674) yet remarkably low standard deviations, indicative of calculated, utility-driven decision-making (Van Zeeland & Henseler, 2018; Wolf et al., 2014). Conversely, the College Student demographic manifests "impulsive volatility," evidenced by significant data dispersion (SD > 1.0), suggesting that while they are avid digital natives, their consumption logic is stochastic and highly susceptible to external stimuli (Safeer, 2024; Widagdo & Roz, 2021). Furthermore, the validation of Hypothesis 2 ($p<.001$) underscores the systemic efficacy of medialization, yet reveals nuanced structural differences in how this influence is processed. The robust correlation between Consuming Scenarios and Consumer Behavior among students (r=.701) posits that for this transitional demographic, the "context"—the immersive, algorithmically curated digital environment—is the primary determinant of action, effectively overriding cognitive restraint. In contrast, the workforce demographic demonstrates a stronger linkage between Media Marketing and the construction of the Scenario (r=.715), implying that they actively interpret marketing signals to define the context before engaging in transactional behavior. Consequently, this study concludes that post-pandemic consumerism is not merely a shift in platform but a fundamental restructuring of psychological agency, where digital maturity (age and economic status) dictates whether media acts as a tool for information (employees) or a mechanism of behavioral control (students).

5.2 Discussion of Theoretical Implications

This investigation offers a substantive contribution to the taxonomy of Consumer Psychology and Social Cognitive Theory by redefining the "consumption context" from a static physical location to a dynamic, psychologically mediated construct (Jacoby, 2002; Wu & Li, 2018). The findings dismantle reductionist perspectives that treat digital adoption as a uniform trajectory, instead highlighting the salience of demographic heterogeneity in the decoding of media logic. The strong correlation between immersive scenarios and consumption behavior, particularly among the student cohort, validates the theoretical framework of "medialization" as an architect of reality; the media does not simply reflect consumer desires but actively synthesizes the environments in which those desires are validated. Theoretically, this suggests that the high volatility observed in younger consumers is not merely a lack of financial discipline but a symptom of "mediated immersion," where the boundaries between digital representation and material reality are obfuscated by high-fidelity marketing strategies (Gao et al., 2018; Koufaris, 2002). For the economically autonomous office worker, the "consumption context" remains a space of negotiation and verification, aligning with traditional utility theories. However, for the younger demographic, the context has evolved into a "persuasive enclosure" designed to trigger immediate affect over cognition. This distinction creates an imperative to expand existing academic models of e-commerce to account for cognitive vulnerability as a mediating variable, thereby enriching the discourse on how digital interfaces differentially exploit the psychological mechanisms of distinct life-stage cohorts.

5.3 Strategic and Policy Recommendations

In light of the demonstrated interplay among media strategies and demographic susceptibilities, a multi-faceted approach addressing both commercial efficacy and ethical governance is required. From a managerial perspective, marketing practitioners must abandon

generic, monolithic advertising in favor of precision-engineered segmentation. Strategies targeting the workforce should prioritize "informational utility" and "trust-building," leveraging the strong correlation between marketing stimuli and scenario construction to facilitate efficient decision-making (Angelica & Tj, 2025; Li, 2018). Conversely, engagement with the student demographic, while requiring immersive scenarios to be effective, necessitates an ethical recalibration. Marketers should integrate "friction points"—such as confirmation prompts or spending visualizers—within the interface to mitigate the impulse-driven volatility inherent to this group, thereby fostering sustainable brand loyalty rather than exploiting transient impulse. On a macro-regulatory level, these findings underscore an urgent exigency for educational policy reform. Higher education institutions must implement digital financial literacy curricula that transcend basic accounting to include algorithmic awareness. Students must be equipped with the cognitive tools to deconstruct the persuasive mechanics of media marketing, enabling them to reclaim agency within the consumption context (Mastrodicasa & Metellus, 2013; Ziwa & Dizon, 2020).

References

Alfina, A., Khoirina, M. M., & Ulya, M. (2021). The role of Omnichannel and experiential marketing to build brand association in ZAP clinic. *Binus Business Review, 12*(3), 255-261. https://doi.org/10.21512/bbr.v12i3.6991

Angelica, M., & Tj, H. W. (2025). The influence of social media marketing on purchase decisions mediated by brand equity and brand trust. *Journal of International Conference Proceedings, 7*(5), 1100-1113. https://doi.org/10.32535/jicp.v7i5.3671

Areiza-Padilla, J. A., & Cervera-Taulet, A. (2023). Consequences of xenocentrism and ethnocentrism on brand image of Starbucks: Moderating effects of national culture and perceived brand globalness between Colombia and Spain. *Cross Cultural & Strategic Management, 30*(2), 348-374. https://doi.org/10.1108/ccsm-03-2022-0050

Berg, H., & Liljedal, K. T. (2022). Elderly consumers in marketing research: A systematic literature review and directions for future research. *International Journal of Consumer Studies, 46*(5), 1640-1664. https://doi.org/10.1111/ijcs.12830

Bhimanand, P. G., Vetri, S., Senthil, K., & Suresh, K., (2025). *Probability and statistics.* RK Publication.

Cadavid-Gómez, H. D., Cano, J. A., & Sánchez-Torres, J. A. (2025). Corner stores as community hubs: A systematic review of public health, economic impact, and social dynamics in urban areas. *Frontiers in Nutrition, 12*, 1526594. https://doi.org/10.3389/fnut.2025.1526594

Cao, Y. (2015). Research on consumption psychology and consumption behaviors in the mobile internet era. *Proceedings of the 2015 3rd International Conference on Management Science, Education Technology, Arts, Social Science and Economics.* https://doi.org/10.2991/msetasse-15.2015.2

Choi, S., & Lee, J. Y. (2017). Development of a framework for the integration and management of sustainability for small- and medium-sized enterprises. *International Journal of Computer Integrated Manufacturing, 30*(11), 1190-1202. https://doi.org/10.1080/0951192x.2017.1305506

Clifford, N., Cope, M., & Gillespie, T. (2023). Key methods in geography. SAGE Publications.

Cotten, S. R., Schuster, A. M., & Seifert, A. (2022). Social media use and well-being among older adults. *Current Opinion in Psychology, 45*, 101293.

https://doi.org/10.1016/j.copsyc.2021.12.005

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly, 13*(3), 319-340. https://doi.org/10.2307/249008

Dumford, A. D., Miller, A. L., Lee, C. K., & Caskie, A. (2023). Social media usage in relation to their peers: Comparing male and female college students' perceptions. *Computers and Education Open, 4*, 100121. https://doi.org/10.1016/j.caeo.2022.100121

Fu, S., Yan, Q., & Feng, G. C. (2018). Who will attract you? Similarity effect among users on online purchase intention of movie tickets in the social shopping context. *International Journal of Information Management, 40*, 88-102. https://doi.org/10.1016/j.ijinfomgt.2018.01.013

Gao, W., Liu, Y., Liu, Z., & Li, J. (2018). How does presence influence purchase intention in online shopping markets? An explanation based on self-determination theory. *Behaviour & Information Technology, 37*(8), 786-799. https://doi.org/10.1080/0144929x.2018.1484514

Guido, G., Ugolini, M. M., & Sestino, A. (2022). Active ageing of elderly consumers: Insights and opportunities for future business strategies. *SN Business & Economics, 2*(1), 8. https://doi.org/10.1007/s43546-021-00180-4

Hamid, M., Waheed, F., Basit, A., & Shahzad, S. (2023). Influencer marketing and consumer behavior during pandemic COVID-19: A scenario of textile industry of Pakistan. *Journal of Business and Social Review in Emerging Economies, 9*(4), 405-418. https://doi.org/10.26710/jbsee.v9i4.2806

Hancock, J., Liu, S. X., Luo, M., & Mieczkowski, H. (2022). Psychological well-being and social media use: A meta-analysis of associations between social media use and depression, anxiety, loneliness, Eudaimonic, hedonic and social well-being. *SSRN Electronic Journal.* https://doi.org/10.2139/ssrn.4053961

Harnish, R. J., Bridges, K. R., & Karelitz, J. L. (2017). Compulsive buying: Prevalence, irrational beliefs and purchasing. *International Journal of Mental Health and Addiction, 15*(5), 993-1007. https://doi.org/10.1007/s11469-016-9690-2

Jacoby, J. (2002). Stimulus‐organism‐Response reconsidered: An evolutionary step in modeling (Consumer) behavior. *Journal of Consumer Psychology, 12*(1), 51-57. https://doi.org/10.1207/s15327663jcp1201_05

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications, 15*(2-3), 139-155. https://doi.org/10.1080/13527260902757530

Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research, 13*(2), 205-223. https://doi.org/10.1287/isre.13.2.205.83

Lee, S. H., & Cotte, J. (2009). Post-Purchase Consumer Regret: Conceptualization and Development of the PPCR Scale. ACR North American Advances. https://www.researchgate.net/publication/287625919_Post-purchase_consumer_regret_Conceptualization_and_development_of_the_PPCR_scale

Li, Y., Teng, W., Liao, T., & Lin, T. M. (2020). Exploration of patriotic brand image: Its antecedents and impacts on purchase intentions. *Asia Pacific Journal of Marketing and Logistics, 33*(6), 1455-1481. https://doi.org/10.1108/apjml-11-2019-0660

Lim, S. H., & Kim, D. J. (2022). Unmindfulness and impulse online shopping purchasing behaviours--model. *PsycTESTS Dataset.* https://doi.org/10.1037/t89751-000

Mastrodicasa, J., & Metellus, P. (2013). The impact of social media on college students.

Journal of College and Character, 14(1), 21-30. https://doi.org/10.1515/jcc-2013-0004

Matos, C. A., & Krielow, A. (2019). The effects of environmental factors on B2B E-sErvicEs purchase: Perceived risk and convenience as mediators. *Journal of Business & Industrial Marketing, 34*(4), 767-778. https://doi.org/10.1108/jbim-12-2017-0305

Meng-meng, C., Jing shuai, C., Cheng, Z., & Qing, H. (2024). E-Commerce to countryside, digital divide and consumption inequality. https://doi.org/10.2139/ssrn.4908095

Merdin-Uygur, E. (2018). Consumer impulsive buying tendency scale development using mixed methodology. *Beykoz Akademi Dergisi, 6*(2), 125-141. https://doi.org/10.14514/byk.m.26515393.2018.6/2.125-141

Miah, M. R., Hossain, A., Shikder, R., Saha, T., & Neger, M. (2022). Evaluating the impact of social media on online shopping behavior during COVID-19 pandemic: A Bangladeshi consumers' perspectives. *Heliyon, 8*(9), e10600. https://doi.org/10.1016/j.heliyon.2022.e10600

Mishra, A. S. (2019). Antecedents of consumers' engagement with brand-related content on social media. *Marketing Intelligence & Planning, 37*(4), 386-400. https://doi.org/10.1108/mip-04-2018-0130

Newman, A. (2015). Impulse purchasing. *Wiley Encyclopedia of Management*, 1-1. https://doi.org/10.1002/9781118785317.weom090472

Parajuli, S. K., & Budhathoki, D. K. (2022). Social media and purchase habits of consumers. *Management Dynamics, 25*(1), 75-94. https://doi.org/10.3126/md.v25i1.53291

Polearus, E., & Timuș, M. (2021). Digital marketing and online consumer behavior in Romania during the COVID-19 pandemic: A case study. *Acta Marisiensis. Seria Oeconomica, 15*(1), 29-40. https://doi.org/10.2478/amso-2021-0003

Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research, 22*(3), 305-313. https://doi.org/10.1086/209452

Russell, J. A., & Mehrabian, A. (1974). Distinguishing anger and anxiety in terms of emotional response factors. *Journal of Consulting and Clinical Psychology, 42*(1), 79-83. https://doi.org/10.1037/h0035915

Safeer, A. A. (2024). Harnessing the power of brand social media marketing on consumer online impulse buying intentions: A stimulus-organism-response framework. *Journal of Product & Brand Management, 33*(5), 533-544. https://doi.org/10.1108/jpbm-07-2023-4619

Sandunima, K. C., & Jayasuriya, N. (2024). Impact of firm-created and user-generated social media marketing on customers' purchase intention in the fashionwear industry: Evidence from Sri Lanka. S*outh Asian Journal of Marketing, 5*(1), 61-73. https://doi.org/10.1108/sajm-04-2023-0029

Shah, A. M., Yan, X., Shah, S. A., & Ali, M. (2020). Customers' perceived value and dining choice through mobile apps in Indonesia. *Asia Pacific Journal of Marketing and Logistics, 33*(1), 1-28. https://doi.org/10.1108/apjml-03-2019-0167

Sherman, E., Mathur, A., & Smith, R. B. (1997). Store environment and consumer purchase behavior: Mediating role of consumer emotions. *Psychology and Marketing, 14*(4), 361-378. https://doi.org/10.1002/(sici)1520-6793(199707)14:4<3.0.co;2-7

Shrestha, A., Karki, A., Bhushan, M., Joshi, S., & Gurung, S. (2023). Effects of social media marketing on consumer buying behavior. *New Perspective: Journal of Business and Economics, 6*(1), 74-82. https://doi.org/10.3126/npjbe.v6i1.58916

Song, S., Yao, X., & Wen, N. (2021). What motivates Chinese consumers to avoid information about the COVID-19 pandemic?: The perspective of the stimulus-organism-response

model. *Information Processing & Management, 58*(1), 102407. https://doi.org/10.1016/j.ipm.2020.102407

Świda, J., & Kubejko-Polańska, E. (2017). Opportunities for development of entrepreneurship in the range of product adjustment to the needs of the elderly. *Humanities and Social Sciences, 24*(3). https://doi.org/10.7862/rz.2017.hss.60

Van Zeeland, E., & Henseler, J. (2018). The behavioural response of the professional buyer on social cues from the vendor and how to measure it. *Journal of Business & Industrial Marketing, 33*(1), 72-83. https://doi.org/10.1108/jbim-06-2016-0135

Verma, J. P., & Verma, P. (2020). *Determining sample size and power in research studies: A manual for researchers.* Springer Nature.

Widagdo, B., & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business, 8*(10), 395-405. https://doi.org/10.13106/jafeb.2021.vol8.no1.395

Wijaya, A., & Sisca, E. C. (2020). Effectiveness and challenges of social media marketing. *International Journal of Innovative Science and Research Technology, 79(79)*, 8. https://ijisrt.com/effectiveness-and-challenges-of-social-media-marketing

Wolf, F., Sandner, P., & Welpe, I. M. (2014). Why do responses to age-based marketing stimuli differ? The influence of retirees' group identification and changing consumption patterns. *Psychology & Marketing, 31*(10), 914-931. https://doi.org/10.1002/mar.20743

Woodworth, R. S. (1929). *Psychology* (2nd ed.). Oxford, Holt.

Wu, Y., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce. *Internet Research, 28*(1), 74-104. https://doi.org/10.1108/intr-08-2016-0250

Zhou, M., Huang, J., Wu, K., Huang, X., Kong, N., & Campy, K. S. (2021). Characterizing Chinese consumers' intention to use live e-Commerce shopping. *Technology in Society, 67*, 101767. https://doi.org/10.1016/j.techsoc.2021.101767

Ziwa, D. I., & Dizon, O. (2020). Social Media Marketing and Online Buying Behaviour of University Students in Kenya: A Case of Selected Universities in Karen Nairobi. *International Journal of Research in Engineering, IT and Social Sciences, 10*(9), 30-36. https://indusedu.org/pdfs/IJREISS/IJREISS_3722_58866.pdf