

# Research on the Influence of Consumption Scenario on SATURNBIRD COFFEE Purchase Intention

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## ABSTRACT

With the booming development of the coffee industry, consumers' sense of identity for coffee culture is enhanced, and consumers' demand for coffee intake has also developed from the initial social scene demand to the functional scene demand, which is increasingly closely connected with consumers' life scenes, and the demand for coffee drinking scenes is gradually diversified. Based on this, this paper analyzes the consumption scene of Saturnbird Coffee brand construction, through the analysis and arrangement of the field of literature, including consumption scene, perceived value and consumer purchase intention, as the basis of building research concept, summarizes the research status of the topic, including the concept of consumption scene and scene affect consumer behavior at home and abroad research situation, build a conceptual model and assumptions. According to the questionnaire data, the model was analyzed and verified, the impact of consumption scenarios on consumers' purchase intention was quantified, and the data were summarized and analyzed. This paper demonstrates that the consumption scene has a positive impact on the users' purchase behavior. Finally, combined with the actual situation of Saturnbird Coffee brand, it is proposed that the brand should pay attention to the construction of scenes in marketing.

**Keywords:** Consumption Scenario; Perceived Value; Purchase Intention

## INTRODUCTION

### 1.1 Research background

According to the "White Paper on China's Freshly Ground Coffee Industry" jointly released by Deloitte China and Mumian Capital, contemporary consumers, especially first- and second-tier consumers, are increasingly accepting coffee, and gradually develop the habit of drinking coffee. The penetration rate of coffee has risen to 67% among first- and second-tier white-collar workers, which is comparable to the penetration rate of tea. With the continuous penetration of coffee culture into consumers' daily life, the role of coffee has also changed from a trendy drink to an everyday drink. With the new generation of consumers born in the 90s and 00s as the main force of coffee intake, this generation of coffee consumers will pay more attention to the personalization, convenience and experience of products. Due to the changes in consumers' coffee consumption preferences, SATURNBIRD COFFEE, a new coffee consumer brand, accurately positioned the crowd with premium instant coffee, seized the coffee market, and became a leader in the new generation of consumer brands. Santonban uses strong social attributes