Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 4, No. 2, 2023

The Effect of Service Marketing Mix (7Ps) on Purchase Intention in the Script Killing Industry

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Abstract: Research background: From single-sensory experience to multi-sensory immersion, people are more entertained and demand a higher sense of consumer experience. The script killing game, as a multi-sensory entertainment, used to be very popular because of its unique sense of experience and socialization. As script killing is a new industry, we need to find the factors that influence their willingness to buy to promote their customers' purchase. Therefore, the purpose of this study is to evaluate the impact of the service marketing mix (7Ps) and how it affects the script killing industry, and how it can be used to better satisfy customers and increase their purchase intention. The H1 to H7 hypotheses are proposed based on the service marketing mix (7ps) to explore the effect of seven influencing factors on purchase intention. This study will use quantitative research method and questionnaire as a research tool to find at least 200 respondents to collect data and analyse and validate it using SPSS7 software. The H1 to H7 hypotheses are proposed based on the service marketing mix (7ps) to explore the effect of seven influencing factors on purchase intention. This study will use quantitative research method with questionnaire as research tool and SPSS7 software for analysis and validation. Conclusion: In the field of script killing, product, price, location, people, process, and physical evidence has a significant positive influence on purchase intention.

Keywords: Script Killing; Purchase Intention; Marketing Mix(7ps).

1. Research Background

Script Killing game, also known as “Murder Mystery”. It is a role-playing game in which the player takes on the role of a script character to solve a script puzzle in order to achieve the objective of the game. Past research gives a simple definition of "scripted killing" and states that interactions, scripts, and services all influence customer purchase intent.（Mao, T., Huang, Y., Yu, H., & Wang, Y， 2022） The marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market .(Kotler, P., Ang, S.H., Leong, S.M. and Tan, C.T,1999)The traditional 4ps was developed for manufacturing industries but the inadequacy of this in the service sector led to the expansion of additional 3ps named people, processes, and physical evidence. Charastrakool and Tiangsoongnern (2020) show that the marketing mix has a positive impact on purchase intentions and develop strategies for their industries based on the service marketing mix. Script killing involves the service field, the staff's attitude, the process of script killing, the store's decoration and other factors greatly affect the customer's purchase intention, so we use 7ps to measure their purchase intention.

The case of this study, LUYU script killing, was established in 2018 and is one of the earliest word killing stores in Datong, Shanxi Province. At one time it operated well as the hottest script killing store in Datong area. However, entering 2022, the customer traffic has decreased significantly, and the purchase volume has also dropped significantly. After salaries, utilities, heating and people's monthly scripts, they earn a negative amount. It has taken some measures such as a lottery to increase purchases, but the response from customers is not good. In fact, many external factors can influence the purchase intention of LUYU script killing shop customers, such as the influence of covid-19, but this is a problem that all competitors face, so this study focuses on internal factors for the problem statement. The 7Ps theory will be applied to assess the problems of LUYU script killing Shop.

This study proposes that the service marketing mix (7ps) has a positive and positive effect on the increase of purchase intention and analyzes the study to explore how to increase the purchase intention of customers in the field of script-killing from the perspective of the service marketing mix (7ps).

2. Service Marketing Mix Model and Hypothesis

2.1. Product

According to the definition of (Kumavat, P.P,2012), a product is anything that can be offered to the market for attention, acquisition, use or consumption. Consumption that may satisfy a desire or need. The definition of product is not limited to physical goods, but can also include services, people, and even conceptual combinations. Studies have shown the significant and positive impact of product quality on customer purchase intentions. (Mirabi, V., Akbariyeh, H., & Tahmasebifard, H.,2015). The better the quality of the product, the stronger the purchase intention of the consumer. Therefore, the script killing providers should pay attention to the product, because it will affect consumers' willingness to buy. Therefore, hypothesis H1 is made: The product has a significant positive effect on the customer's purchase intention.

2.2. Price

Price is the amount of money charged for a product or service, or the total value that consumers exchange for the benefits of having or using the product or service (Kotler, P., & Armstrong, G. M., 2010). In the service sector, price is a very important factor. Davies claims that price and other costs of service sector show the management of various costs

endured by customers in achieving the advantages from generating the services (Davies, W., & Brush, K. E, 1997). Customers estimating the value of obtained service most often think about the price. If the price of certain products and services of a brand is too high or unfair, they will show a reluctance to buy them.H2: Price has a significant positive impact on customer purchase intention.

2.3. Place

Place refers to the channel through which a consumer or user purchases or obtains a product or service. A convenient place has a big impact on the promotion of a product and is a focal point for attracting customers. Customers want a convenient place to buy their products or services (Hossain, A., Humayun K. Chowdhury, M., Hasan, S., Shamsuzzaman, M., Fahim, A. Y., & Yusuf H. Khan, M,2020). The place factor moves in the same direction as the purchase intention, which affects the consumers' purchase intention because they can easily access to services (LAOVISETSRI, M. P., & Khanchanapong, T,2020). Therefore, it is hypothesized that place has a significant positive impact on customer purchase intention.

2.4. Promotion

Promotion consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective. In the marketing process, there is an inequality of information between the consumer and the corporate marketer, so the marketer must pass on information about products and prices to consumers and users through communication activities, advertising, marketing and other promotional means, in order to enhance their understanding and purchase of products and to achieve the purpose of expanding sales. Promotion is highly significantly correlated with consumers' purchase intention (Bhatti, A. ,2018). Neha, S., & Manoj (2013) also point out that promotion plays an important role in consumers' purchase intentions and their decision to buy a particular product. So, this study assumes that promotion has a significant positive effect on customer purchase intention.

2.5. People

People refers to service personnel It has long been a fact that many services involve personal interactions between customers and the site's employees, and they strongly influence the customer's perception of service quality (Khan, F. M., & Gibbons, J. P,2014). According to Mohammad (2015), The customer orientation of service employees is a key driver of customer satisfaction. Courteous employees, employee intelligence, and employee dress and purchase are positively correlated and significantly influence customers' repeat purchase decisions (Amofah, O., Gyamfi, I., & Tutu, C. O,2016).

2.6. Physical evidence

Physical evidence refers to the environment in which the service is provided and any tangible products that contribute to the performance and communication of the service (*Al Muala, A*,2020). This includes the service environment (e.g., ambiance, music, staff dress code, billboards, etc.), facilities in the service process, and other physical elements that contribute to service growth, consumption, communication, and innovation. Therefore, good physical evidence will give the customer a good impression of the service quality, which will lead to a purchase. Therefore, the following hypothesis is made: process has a significant positive impact on customer purchase intention.

2.7. Process

The process can include the design, pricing and promotion of products and services in order to achieve a smooth exchange of products and achieve objectives. Asserted that process is more important for service than for goods. Process is one of the most important factors influencing repeat purchases by customers (Amofah, O., Gyamfi, I., & Tutu, C. O,2016). Finally, the hypothesis is about the relationship between the process and purchase intention in script killing area.H7: Physical Evidence has a significant positive impact on customer purchase intention.

The model used is shown below:

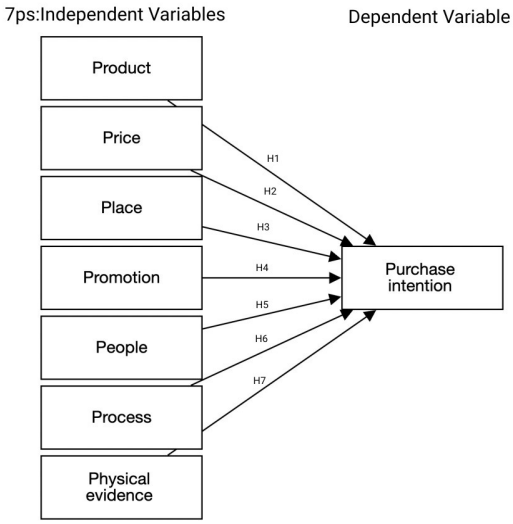


Figure 1. Conceptual Framework

3. Research Methods

3.1. Questionnaire Design

This questionnaire takes the form of a non-probability sample. Non-probability sampling allows respondents to be found quickly and takes less time. We will use Sloven's Formula, which is n = N/(1+Ne2) to determine our sample size. The manger has provided us with the customer database of LUYU script killing shop, which has accumulated 512

customers with contact information since it opened. Therefore, the value of N is 512. we set the confidence level at 95%, which means that the value of is 0.05. Therefore, we will distribute 225 questionnaires to the customer groups of the LUYU script killing shop. The questionnaire will use Likert Scale to investigate the degree of agreement of customers. The questionnaire was divided into four parts, The first part is demographics, which helps to understand more about the target audience and preferences for script killing. The second part is on the topic of independent variables, which will be measured using a Likert scale. The third part is about the dependent variable, purchase intention. The fourth part will help to understand the customers' expectations and suggestions for the development of the script killing shop. We will set at least three questions for each variable to ensure that we have enough questions to test the hypothesis.

3.2. Data Collection

In this study, 225 questionnaires will be distributed to customers and users to collect data. After that, complete questionnaires were selected for data analysis. The questionnaires will be distributed from December 3, 2022 to January 13, 2023. A total of 204 valid questionnaires will be collected after eliminating 21 invalid questionnaires that were not filled out, with an effective recovery rate of 90.6%.

4. Analysis of Results

Table 1. Basic information of data samples

Items	Description	Frequency	Percentage (%)
Gender (n=204)	Male	105	51.47
	Female	99	48.53
Age(n=204)	Under the age of 15	10	4.90
	15-19 years old	27	13.24
	20-24 years old	65	31.86
	25-29 years old	42	20.59
	30-34 years old	24	11.76
	35-39 years old	25	12.25
	Over 40 years old	11	5.39
Education(n=204)	High school and below	39	19.12
	Junior college	68	33.33
	Bachelor's degree	75	36.76
	Master's degree	15	7.35
	PhD and above	7	3.43
Occupation(n=204)	Student	101	49.50
	Agency/civil servant/government worker	28	13.74
	Private sector worker	27	13.23
	Freelancer	28	13.72
	Business owner/businessman	20	9.80
Average Monthly Income(n=204)	2000 yuan or less	100	49.01
	2000-4000 yuan	12	5.88
	4001-6000 yuan	53	25.98
	6000-7001 yuan	26	12.74
	8001-10000 yuan	10	4.90
	10000 yuan above	3	1.47
Which of the following comes closest to the number of times you visit a scripted killing shop?	Once a week	29	14.2
	Once a month	77	37.7
	Once every six months	72	35.3
	Once a year	26	12.7
Please select an acceptable price for you to visit the script killing shop.	Below 50 yuan	13	6.4
	50-75 yuan	38	18.6
	76-100 yuan	79	38.7
	101-125 yuan	36	17.6
	126-150 yuan	29	14.2
	Over 150 yuan	9	4.4
Please select your preferred script type.	The script of joy	88	43.1
	The script of ratiocination	15	7.4
	The script of horror	48	23.5
	The script of emotional	53	26.0

4.1. Conclusion Multiple

The study conducted a linear regression analysis with product, price, location, promotion, people, process, and physical evidence as independent variables and willingness to buy as the dependent variable. From Table 8, the model equation is:Purchase intention= -0.187 + 0.219*Product + 0.152*Price + 0.193*Location + 0.211*Promotion + 0.116*People + 0.139*Process + 0.066*Physical Evidence, and the model r-squared value is 0.438, which indicates that product, price, location, promotion, people, process, and physical evidence can explain 43.8% of the variation in purchase intention. When F-test was conducted on the model, it was found that the model passes the F-test (F=21.825, p=0.000<0.05), which implies that at least one of product, price, place, promotion, person, process, and physical evidence will have an effect on purchase intention.

After analysis, the results are as follows:

Table 2. Hypothesis test results

Hypothesis	P	T	hypothesis support
H1	p=0.000<0.01	4.149	support
H2	p=0.004<0.01	2.883	support
H3	p=0.001<0.01	3.458	support
H4	p=0.000<0.01	3.553	support
H5	p=0.027<0.05	2.225	support
H6	p=0.009<0.01	2.640	support
H7	p=0.251	1.151	Reject

(1) The establishment of H1 reveals that the content, packaging, form and variety of scripts in the field of script killing are positively correlated with customers' willingness to buy. This means that improving these aspects of the product domain will increase the willingness of customers to buy.

(2) The significance of H2 is obvious. We measure the rationality of the price, the comparison between the price and other competitors, and whether the price is worth the money. H2 proves that the more reasonable the price is, the stronger the customer's purchase intention is.

(3) H3 proves that location has a significant positive effect on customer purchase intention. Place is one of the factors that must be considered by the script killing shop. For the script killing, place not only includes the location of the script killing, but also includes whether it has effective publicity channels. The effective location enables customers to effectively contact the script killing shop, thereby increasing purchase intention.

(4) H4 was established. Promotion has been proved to have a positive impact on the customer's purchase intention in the field of screenwriting. The price of promotion and special holiday offers will enhance the attraction of customers and promote the purchase.

(5) The significance of H5 is obvious. as a highly interactive industry, people's service and attitude towards customers is very important and affects the customer's experience of script killing. Therefore, people have a significant positive impact on customer purchase intention. It has a significant positive effect on customer purchase intention.

(6) H6 was established. Process has a significant positive impact on customer purchase intention.

(7) H7(p >0.05, t = 1.151), hypothesis rejected. Physical evidence is not a factor that affects the purchase intention of script killing customers.

5. Discussion and Suggestions

5.1. Discussion

Based on the above research data and the research objectives, we make the following discussion:

(1) Customer segmentation and consumption patterns. As script killing is an emerging industry, we first discuss its demographic segmentation and consumption patterns in order to understand the customer group. According to data collection, the audiences of LUYU script killing shop are mainly students, highly educated, and concentrated in the young crowd of the Z generation (born between 1990 and 2010). According to (Wetzler, T,2021), we can determine that Personalization is very important to the Z generation, who are willing to spend more money on products that match their personalities. At the same time, social media is a large part of the lives of the Z generation, who spend more time on social media than any other generation. Therefore, personalized products and innovative formats are more likely to attract their attention, and social media is an effective place (channel) to motivate the younger Z generation to buy.

Script killing as a form of leisure and relaxation is not a basic lifestyle item, so most customers choose the option of visiting once a month. In terms of preference for scripts, the script of joy is more popular with customers, which is in line with the preferred play style of the younger generation. This is because the script of joy creates a fun atmosphere with its witty and humorous plots, providing customers with a fun experience while eliminating stress.

(2) Product. Based on the regression analysis, it is concluded that Product has a significant positive effect on purchase intention and it has the largest regression coefficient, implying that Product has the greatest effect on purchase intention. The script packaging used by LUYU script killing shop is directly adopted from the original script packaging and does not include their brand features or repackaging, resulting in it being less satisfying and not attractive to customers. For product formats and combinations, their script experiences are independent of each other and lack appealing combinations and formats. Therefore, LUYU script killing should add innovative elements to the packaging as well as brand features, using innovative and interesting combinations and forms to attract customers.

(3) Price. Based on the findings, there is a significant positive effect of price on purchase intention. When the price of the script killing is reasonable, customers will be more willing to learn about the product. If the price of the script kill is too expensive, customers will turn to other options.

(4) Place. Place has a significant positive effect on Purchase intention, with a relatively high regression coefficient, indicating that it has a relatively large effect on purchase intention. Research shows that Generation Z spends nearly nine hours a day listening to media, looking at screens, or looking at devices. This includes time spent multitasking; they are exposed to an average of over 13 hours of media per day (Ipsos, M. O. R. I, 2018). Social media has evolved into a unique marketing platform, so using this platform well to post messages is a great way to generate links with customers.

(5) Promotion. Based on the analysis of the data, the second largest regression coefficient of 0.211 was found for promotions, implying a significant positive effect of

promotions on purchase intention. This indicates that promotions have a relatively large impact on purchase intention. In view of the characteristics of young customers who love new things, we believe that some novel marketing activities and holiday marketing are effective to arouse customers' emotions and increase their purchase intention.

(6) People. The people have a significant positive impact on purchase intention. As a highly experiential and immersive game, script killing requires people(staff) to bring customers into the role through narration. A people(staff) with professional narration and acting skills can make the experience better for customers and enable them to better experience the fun of scripted killing.

(7) Process. According to the research, Process has a significant positive effect on purchase intention. The process includes every aspect of experiencing script killing, from booking the script, and experiencing the script, to the end, every aspect affects the customer's perception of the experience. Therefore, script killing should pay as much attention to detail as possible and seek feedback from the client at the end of the process.

5.2. Recommendations

The purpose of this study is to examine the factors that influence the purchase intention of script killing area. The regression study shows that product, price, place, promotion, people, and process all have a significant positive effect on purchase intention, but physical evidence has no effect on purchase intention.

First of all, high-quality products will enhance the purchase intention of script killing customers. Based on the characteristics of script killing customers, script killing stores should adopt customized and innovative products to meet the needs of customers. Such as blind box, interactive script and other forms to make customers feel novel, enhance the customer's sense of experience and immersion. In addition, derivatives of the product are becoming more and more popular with players, such as player-related handwork, detective certificates, ticket stubs, etc., which requires marketers to innovate according to the plot of the script.

Secondly, when customers choose a script-killing store, price is one of the factors they must consider. Marketers and managers must take the price factor into consideration and set reasonable prices by fully considering the cost as well as the customers' willingness. These script killing shops that fully consider customers' wishes and set reasonable prices will create a positive impact and increase purchase for their brands.

Thirdly, place has an important influence on the purchase intention of customers in the field of script killing. In addition to the location of script-killing stores, media channels are also an important factor for customers to choose script-killing stores. Because the young customer group always get information from various media channels. Marketing and management personnel should spread the word about it in channels such as douyin, Xiaohongshu, Meituan, etc., and make publicity and marketing plans according to the characteristics of different platforms.

Fourthly, promotions can make script killing stand out from multiple competitors and different forms of promotions are important to attract customers. Different forms of promotions and innovations in the form of promotions are topics that marketers must consider in the field of script killing.

Fifthly, people play an important role in the script killing field, and the ability of script killing staff to treat every customer fairly, with professional knowledge, and provide friendly service has a huge impact on the customer's experience, which in turn affects the customer's willingness to buy. This means that the management should provide systematic training to the staff.

Finally, the process can be said to be the core of the script killing experience. Whether the service can be provided according to the agreed time and whether the script process can be ordered quickly will affect the customer's script killing experience and thus affect their purchase intention. It is necessary to build a smooth booking platform and control the whole process of script killing. This requires managers to control the process in real time and continuously improve the control and supervision of the platform.

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