

Influencing Factor of Consumer Purchasing Decision: A Case Study of Wuliangye Sichuan Liquor

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Abstract

The study's objectives were: 1) To investigate the dynamic landscape of the Chinese liquor industry, focusing on Wuliangye Company's high-quality liquor marketing strategy. 2) To investigate Chinese liquor's historical significance as a carrier of traditional culture and its growing global recognition. 3) to investigate the influence of independent variables such as product, price, channel, and digital marketing on the dependent variable of consumer purchase intention. 4) to investigate the impact of the mediating variable, consumer satisfaction. This research utilized a mixed method, using qualitative and quantitative approaches to collect, analyze, and interpret data. The conceptual framework of this research was applied from model hypothesis, STP theory, and 4Ps marketing theory. The population involved consisted of 384 individuals from Chongqing, determined using simple random sampling. The research instrument used was a self-made questionnaire. Statistics used for data analysis were percentage (frequency), mean analysis, and modeling through PLS-SEM and Bayesian Information Criterion. Then, Cronbach's alpha, composite reliability, and the Average Variance Extracted (AVE) were used to measure validity and reliability.

Lastly, the result of the study found that 1) demographic profile plays a significant role in identifying the impact of liquor brand image on

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the variables mentioned, 2) product, price, and channel are significant components of a brand or image, 3) consumer purchase intention, consumer satisfaction and digital marketing may either increase or decrease the positive image of the brand depending on the preferences of the consumers and 4) not all indicators may have a significant impact on the brand as customer preference and marketing strategies used influence this.

Keywords: Liquor Industry, marketing strategy, digital marketing

Introduction

With the more profound improvement of China's economic system reform, its market economy has changed from the initial exploration to the comprehensive promotion, from the extensive mode of economic development to the standardization of market entity. Chinese liquor enterprises are also integrated into it without exception. Meanwhile, the transformation and restructuring of state-owned enterprises have accelerated the rejuvenation, brand upgrading, and regional expansion of all regional brand liquor enterprises in China. Therefore, the liquor industry reshuffle has begun, and liquor enterprises in all parts of the country have felt unprecedented survival pressure in varying degrees (Sun Minsheng, 2021).

Whether it is a well-known and lone-star brand or a "new generation" that enters the market for the first time, in today's market landscape, liquor enterprises are experiencing a state—"All things come to an end as dreams; even new-born yellow butterflies bring a sense of melancholy." Many renovated old brands and several ambitious new brands are swallowing up their own "territories" by expanding their production, investing mainly in the market, diversifying their marketing models, and taking advantage of new brands. Once the crisis comes, enterprises try hard to fight back and correct it. However, it is too late because there are many problems, including aging products, deficient resources, uncleared brand positioning, inconspicuous traditional characteristics, lack of innovative technologies, and marketing modes that have shortcomings to raise the costs, shrink the market, and lead to unavoidable losses. To strive

to create brilliance again, recapture the lost "territory," and revitalize the glory of its brand, it is necessary to reform its liquor production and marketing mode, stimulate the enthusiasm of technicians and salesmen, study liquor marketing strategies, and develop new liquor marketing strategies (Minsheng, 2021).

As a vital carrier of Chinese traditional culture, Chinese liquor has shown indomitable vitality over its long history and enjoyed a high reputation at home and abroad. Liquor is one of the six famous distilled liquors in the world. Because of its unique production technology, it has the characteristics of clear liquor quality and soft-sweet taste, so a vast number of consumers around the world love it. In promoting globalization, China plays an increasingly important role globally, and its liquor culture is also increasingly accepted by consumers in various countries. Therefore, the liquor industry has become an essential part of China's economy and has great potential to go global. Numerous studies have been done about the product structure of the industry, which continues to adjust, and the differentiation is further intensified, so the competition pressure of regional liquor enterprises in provinces and regions has increased sharply. There is a risk of falling behind. Therefore, the major regional liquor enterprises in China have formulated national development strategies, putting the way out in the high-end products, striving to be a pan-national brand to avoid the future living space being greatly limited. This study focuses on different marketing strategies to create a significant performance of the industry's product structure that can contribute to the adjustment of its intensification. While discussing product variables, this study concentrates on the intrinsic qualities of items, such as flavor, quality, packaging, and product brand awareness. Product brand awareness encompasses the elements—such as brand image, reputation, and brand loyalty— influencing customers' brand awareness of Wuliangye spirits. Digital marketing is mainly concerned with the brand's promotional tactics for the product.

Liquor culture is very representative of China and has had a unique position in the development of China for thousands of years. Liquor can

not only be used in the daily life of residents but also as an essential medium of communication between business and government affairs. From 2012 to 2015, the state paid close attention to constructing a clean government system, required that the three public consumptions be open and transparent, and improved various laws and regulations so that the liquor industry entered a period of profound adjustment. Meanwhile, high-end liquor consumption in government affairs was greatly restricted, and the liquor consumption structure shifted from government consumption to personal and business consumption. In recent years, the middle class has risen with the adjustment and recovery of the liquor market and rapid economic growth. Increasing residents' income improves consumption levels, upgrades liquor consumption, and makes high-end products a hot consumption spot. Consumers have strengthened their awareness of famous liquor brands and pursued higher social satisfaction. The consumption concept of "drinking less and drinking better" has been deeply rooted in people's hearts. People are more willing to choose high-end liquor with a good brand foundation and certain quality guarantees than low-end liquor. Hence, the market development prospects of high-end liquor enterprises are bright. In addition, after entering 2019, the prices of high-end and sub-high-end liquor have been raised, providing a living space for the middle and high-end liquor enterprises to rise in volume and price. Significant companies are adjusting their product structure and entering the high-end liquor market.

In recent years, the profit model of the Chinese liquor industry has begun to change from total growth to value growth, and the competition in the liquor industry has become increasingly fierce, making the oligopoly pattern gradually stabilized. The head leaders, Maotai Stock Corporation and Yanghe joint-stock company, are booming in the high-end market, further widening the gap with regional liquor enterprises. Liquor-making enterprises have begun to focus on high-quality brands and high-quality production capacity. However, as to the increasingly competitive liquor market, the market space of small and medium-sized liquor enterprises has been further squeezed, leading to disturbing development prospects.

Local leaders will compete with national brands in the middle and high-end liquor market. The product structure of the industry continues to adjust, and the differentiation is further intensified, so the competition pressure of regional liquor enterprises in provinces and regions has increased sharply, and there is a risk of falling behind. Therefore, the major regional liquor enterprises in China have formulated national development strategies, putting the way out in the high-end products, striving to be a pan-national brand to avoid the future living space being greatly limited.

Research Objectives

- 1) To investigate the dynamic landscape of the Chinese liquor industry, focusing on Wuliangye Company's high-quality liquor marketing strategy.
- 2) To investigate Chinese liquor's historical significance as a carrier of traditional culture and its growing global recognition.
- 3) to investigate the influence of independent variables such as product, price, channel, and digital marketing on the dependent variable of consumer purchase intention.
- 4) to investigate the impact of the mediating variable, consumer satisfaction.

Concept and Theory of the Research

The Concept of Liquor

Liquor is a kind of distilled liquor that can only be found in China. It is one of the six largest distilled liquors in the world (brandy, whiskey, vodka, gins, rum, Chinese liquor, and spirits). Liquor is made from raw starch or sugar materials or fermenting and then obtained by distillation. High-quality liquor must have a proper storage period. Luzhou liquor should be stored for at least 3 to 6 months, mainly over a year. The storage period of Fen liquor is about one year, and that of Mao-type liquor is more than three years. The alcohol content is generally above 40 degrees, and below 40 degrees is low alcohol.

Chinese liquor is among the world's oldest distilled spirits. It is divided into five types: strong-flavor, light-flavor, sauce-flavor, honey, and miscellaneous, with the first three dominating the market. Material preparation, *jiuqu* (starter) making, solid-state fermentation and distillation, aging, and blending are all traditional processes for producing Chinese strong-flavored liquor. The raw materials consist of sorghum or a combination of sorghum, rice, sticky rice, wheat, and corn. *Jiujqu* serves as both a starter and a raw material, primarily determining the microbial community and enzymes for fermentation while also significantly contributing to the flavor profile. The solid-state fermentation occurs in a specially designed fermentation pit at temperatures ranging from 28 °C to 32 °C, and the process lasts 60 days under anaerobic conditions driven by natural microbiota (Xia et al., 2023).

Chinese liquor, a traditional alcoholic beverage from China, is one of the world's most famous liquors, with an annual production of 13 million metric tons and sales of \$8.8 billion. Chinese strong-flavor liquor (CSFL) is the most popular type of liquor in China, accounting for more than 70% of total consumption due to its strong flavor. CSFL is produced through spontaneous solid-state fermentation and a standard recycling process. Raw material mixtures are anaerobically fermented for 45-90 days or longer in specialized rectangular soil pits lined with pit mud. They are then taken out of the cellar and distilled to produce CSFL. Pit mud, a type of fermented clay, is regarded as a small-scale micro-ecosystem containing a variety of microbiomes that contribute to the simultaneous saccharification and alcoholic fermentation of raw materials, resulting in aromatic compounds that significantly influence the aroma and quality of CSFL (Fu et al., 2021). *Baijiu*, a Chinese liquor, is produced through simultaneous saccharification and fermentation. During the simultaneous saccharification and fermentation process, starch hydrolysis is combined with fermentation, improving substrate utilization and producing ethanol and other flavor compounds. *Daqu* contributes significantly to the simultaneous saccharification and fermentation of Chinese liquor by introducing microorganisms and hydrolases. *Daqu* is produced through

spontaneous fermentation involving a complex microbial community and enzyme system. The effects of Daqu's microbial and enzyme compositions on liquor fermentation must be studied thoroughly (Zheng et al., 2023).

Traditional solid-state fermentation produces a wide range of valuable products. One such product is Chinese liquor, also known as Baijiu. In 2016, the Chinese consumed approximately 4 billion liters of Chinese liquor, valued at \$97 billion. Baijiu is made through anaerobic solid-state fermentation in soil-encased pits with a mix of cooked sorghum and starter (Daqu). Fungal enzymes in the starter convert starch to glucose, which yeasts and lactic acid bacteria ferment to produce ethanol and lactic acid. Although the traditional fermentation technique has been used for millennia, the yield and quality of liquor vary, and the process is time- and labor-intensive. The first restriction in anaerobic solid-state fermentation is likely product inhibition: alcohols and acids inhibit all microbes. However, overheating is also a concern. Anaerobic solid-state fermentation has poor cooling compared to aerobic solid-state fermentation, which uses forced aeration and evaporation to cool efficiently. Anaerobic fermentation produces significantly less heat, but cooling rates are also lower without forced aeration. Anaerobic fermenters rely primarily on conductive cooling, so they can still overheat if the fermenter is large or the surrounding soil temperature is high (Jin et al., 2020).

People have used spontaneous fermentation with multiple species for thousands of years to produce food. It is mediated by various active microbes, ensuring consistent fermentation patterns and food products. Understanding the role of microbiota during food fermentation is critical for improving industrial food production. Starters are commonly used in food fermentations, including vinegar, rice wine, and Chinese liquor fermentation. Daqu is a typical spontaneously fermented starter containing diverse microorganisms derived from the open environment. It is an essential component in Chinese liquor fermentation. Daqu inoculation is becoming increasingly popular to improve fermentation. In Daqu fermentation, for example, adding *Bacillus velezensis* and *Bacillus*

subtilis increased liquefying, saccharifying, and esterifying activity. The addition of *Bacillus amyloliquefaciens*, *Saccharomyces fibuligera*, and *Absidia corymbifera* increased amylase activity, microbial richness, and alcohol content in Daqu fermentation (Lv et al., 2023).

Digital Marketing

Digital Marketing (DM) is reshaping the interaction between businesses and consumers. In the era of Marketing 5.0, companies leverage social media and digital platforms like Google, Twitter, Facebook, and Instagram to engage with customers throughout the purchasing process. Digitalization allows for reimagined co-creation, delivery, and value capture, impacting enterprise structure, labor, and skills demand. It enhances product launches, supply chain management, and marketing efforts, with digital transformation improving problem-solving and performance (Wu et al., 2024).

The internet's growth and advancements in communication technologies have made online reviews and recommendations crucial for consumer decision-making. Businesses use digital marketing to promote products and influence potential customers with relevant content. Platforms like Facebook, YouTube, and Instagram are used for consumer engagement and research, increasing consumer awareness, product adoption, and purchasing behavior (Armutcu et al., 2023).

Social media marketing and influencer marketing are prevalent digital marketing strategies. Over 91% of US businesses use social media for marketing, with spending expected to reach \$3.9 billion by 2027 (Mulcahy et al., 2024). Influencer marketing, where brands collaborate with influential individuals like Cristiano Ronaldo and Mr. Beast, has seen an 800% increase in value over five years. Influencers create authentic content that captures consumer attention more effectively than traditional brand-generated ads (Venciate et al., 2023).

In the liquor industry, challenges like product homogeneity and single-service modes require innovative advertising and network marketing strategies. Modern internet marketing and online advertising methods can enhance business performance by focusing on target groups and reducing

costs. New media advertising should emphasize story, interaction, and experience, with creativity and publicity forms becoming decisive factors. Online sales and customized products, driven by extensive data analysis, are emerging as new profit growth points. Live broadcasting, especially on platforms like TikTok, is becoming a mature business model for brand promotion, offering a cost-effective way to diversify marketing channels and improve consumer experience (Wang Yunqi; Nebojsa; Zhang Qian; Peng Xingliang; Ding Yiyi; Peng Andong; Wu Kanghui; Zhang Gang et al., 2019).

Consumer satisfaction

Consumer satisfaction is a critical concept in both academic research and practical applications. Engel (1993) viewed consumer satisfaction as a subjective evaluation where the consumption experience surpasses one's expectations. Kotler (1997) defined satisfaction as a feeling resulting from comparing perceived service or product quality and expectations. Oliver (1997) provided a widely accepted definition, describing consumer satisfaction as a psychological reaction and judgment that the quality of products or services meets people's needs. The theory of consumer satisfaction has been extensively studied, particularly in economics. As the theory evolved, scholars have applied it to the public sector, arguing that residents who pay taxes and fees can be considered "customers" of public goods and services. Assessing public satisfaction can help improve the quality and level of public services. In the food and beverage industry, product development focuses on achieving sensory characteristics that align with consumer tastes, emphasizing the importance of understanding consumer perceptions and emotional responses to ensure satisfaction (Lee et al., 2024). With the rise of e-commerce, online shopping has become a significant part of daily life, offering consumers more choices and opportunities for businesses (Li et al., 2023).

Online reviews play a crucial role in e-commerce, as consumers share their experiences and emotions, impacting a company's reputation and sales performance. Review ratings, a common feature of online

reviews, allow customers to express their satisfaction by assigning scores to products or services. Higher ratings indicate greater satisfaction and can influence future purchase intentions and a seller's reputation in e-marketplaces (Deng et al., 2023).

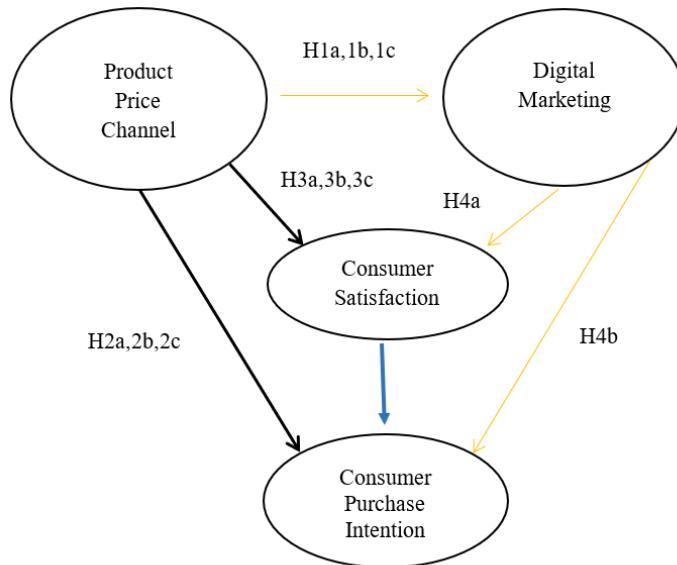


Figure 1 Conceptual Framework

Research Methodology

Population

Population studied

This paper uses the random distribution of online questionnaires to explore the population regarding gender, age, occupation, education, and income. The study's target sample population was the consumers or customers of Wuliangye Company.

Sampling methods in the study

This research adopts the method of simple random sampling, based on the current marketing situation of Wuliangye Company Limited, using the model of five forces of marketing competitiveness, the model of subdividing market selection, and the model of marketing combination to carry out qualitative analysis, and trying to find out the marketing strategy suitable for the development of high-grade liquor in Wuliangye Company. Relevant data from relevant authoritative statistical agencies

were used to study the market demand, market scale, market price, and consumer psychology of liquor. 4Ps and STP marketing theories were used to formulate the marketing strategies for Wuliangye high-grade liquor.

The Sample Group

Through the above analysis, as shown in the following table, under the following conditions, 384 questionnaires should have been sent out in this study. 390 questionnaires were actually sent out, of which 384 were valid. This study assumes that the consumer survey requires a confidence level of 95%, a sampling error of no more than 5%, and a lookup table of $Z = 1.96$, $\sigma = 0.5$, and $d = 5\%$. Therefore, $n = 1.96^2 * 0.5^2 / 0.05^2 = 384$, indicating that the minimum sample size required for this survey is 384.

Research Result

The demographic profile of the respondents is based on gender, age, educational background, monthly income, and occupation. In terms of gender, it can be seen based on the frequency and percentage distribution that the majority of the respondents are males, with 197 (73%), while females are 72 (27%). Meanwhile, regarding age, most of the respondents are included in the 36-40 age range with 76 (28%). This is followed with the same frequency and percentage of 63 (23%) for 31-35 and 41-45 years old. On the other hand, 55 (20%) are from 26-30 years old, while the least among the frequencies are those belonging to 25 and below, with 12 (6%) of the respondents.

When it comes to educational background, most of the respondents are college graduates with 154 (57%), followed by masters/doctorate holders with 60 (22%) and high school graduates with the least among the respondents having a frequency of 55 (21%). With regards to monthly income, most of the respondents earned Y41,000-Y50,000 with 98 (36%), followed by Y51,000- Y60,000 with 95 (35%); Y40,000 below with 67 (25%); Y71,000 above with 7 (3%) and Y61,000-Y70,000 with 2 (1%). Lastly, regarding occupation, most respondents work in business or corporate industry with 162 (60%). On the other hand, other

respondents work in the education sector with 53 (20%) followed by self-employed with 38 (14%) and other work or jobs with 16 (6%).

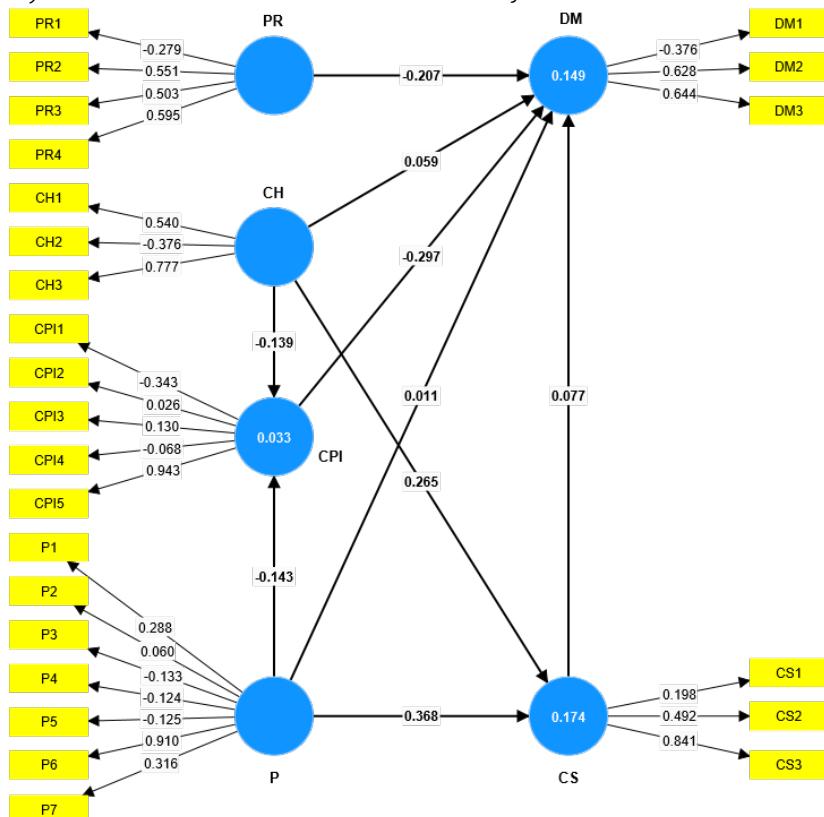


Figure 2 SEM Model of Product and Digital Marketing

Table 1 Model Fit Measures

| Measure | Saturated Model | Estimated Model | Acceptable Thresholds |
|------------|-----------------|-----------------|-----------------------|
| SRMR | 0.101 | 0.101 | < 0.08 |
| d_ULS | 3.322 | 3.330 | N/A |
| d_G | 0.708 | 0.710 | N/A |
| Chi-square | 551.978 | 552.850 | Lower is better |
| NFI | -0.402 | -0.404 | > 0.9 |

Note: SRMR = Standardized Root Mean Square Residual; d_ULS = Unweighted Least Squares discrepancy; d_G = Geodesic discrepancy; NFI = Normed Fit Index.

The present study aimed to investigate the factors influencing consumer behavior in the context of the liquor industry using the PLS-SEM approach. The analysis was carried out using SmartPLS to test the hypothesized relationships between the constructs. The PLS-SEM algorithm settings followed standard procedures with a maximum number of iterations set at 3000 and a stop criterion of 10^{-7} . The outer model loadings were uniformly set at -1.000, indicating potential issues in the model specification, as negative loadings on formative indicators are not typical.

Model Fit. The model's fit was assessed using several fit indices. The Standardized Root Mean Square Residual (SRMR) was 0.101 for the estimated and saturated models, indicating a marginal fit as values ideally should be below 0.08. The Normed Fit Index (NFI) values were negative (-0.402 for the saturated model and -0.404 for the estimated model), outside the acceptable range of 0 to 1, suggesting that the model may not adequately fit the data. The Chi-square statistics were 551.978 for the saturated model and 552.850 for the estimated model, with discrepancies (d_{ULS} and d_G) of 3.322 and 0.708 for the saturated model and 3.330 and 0.710 for the estimated model, respectively. These values indicate a close fit between the model and the observed data.

Table 2 Model Selection Criteria (Bayesian Information Criterion)

| Construct | BIC |
|-----------|---------|
| CPI | 8.963 |
| CS | -14.585 |
| DM | 4.858 |

Note: BIC = Bayesian Information Criterion; Lower values indicate a better model.

Model Selection Criteria. The Bayesian Information Criterion (BIC) was utilized to compare the quality of the model across different constructs. The BIC values for Consumer Purchase Intention (CPI), Consumer Satisfaction (CS), and Digital Marketing (DM) were 8.963, -14.585, and 4.858, respectively. The negative BIC value for CS suggests it is the

most parsimonious model, indicating a preferable balance between model complexity and explanatory power.

Table 3 Construct Reliability and Validity

| Construct | Cronbach's | Composite | Composite | AVE |
|-----------|------------|--------------------------|--------------------------|-------|
| | Alpha | Reliability (ρ_a) | Reliability (ρ_c) | |
| CH | -0.191 | 0.056 | 0.310 | 0.345 |
| CPI | -0.104 | 0.021 | 0.106 | 0.206 |
| CS | 0.049 | -0.040 | 0.538 | 0.329 |
| DM | 0.123 | -0.090 | 0.282 | 0.317 |
| P | -0.153 | 0.096 | 0.193 | 0.152 |
| PR | 0.148 | -0.048 | 0.383 | 0.247 |

Note: AVE = Average Variance Extracted; Values for Cronbach's Alpha and Composite Reliability should be > 0.7 , and AVE should be > 0.5 for adequate reliability and validity.

Discriminant Validity. Discriminant validity, assessed using the Heterotrait-Monotrait ratio (HTMT), revealed values above the threshold of 1.0 for several construct comparisons, suggesting potential issues with the distinctiveness of the constructs.

Table 4 Discriminant Validity (Heterotrait-Monotrait Ratio - HTMT)

| | CH | CPI | CS | DM | P | PR |
|-----|-------|-------|-------|-------|-------|----|
| CH | - | - | - | - | - | - |
| CPI | 1.042 | - | - | - | - | - |
| CS | 1.717 | 1.241 | - | - | - | - |
| DM | 1.412 | 1.461 | 1.195 | - | - | - |
| P | 1.305 | 0.982 | 1.305 | 1.280 | - | - |
| PR | 1.436 | 0.991 | 1.941 | 1.012 | 1.142 | - |

Note: HTMT values < 1 indicate discriminant validity.

Effect Sizes. Effect sizes were measured using the f-square values, which indicated that Channel (CH) had a negligible effect on Consumer Purchase Intention (CPI) and a moderate effect on Consumer Satisfaction (CS). Additionally, the path from Price (P) to Consumer Satisfaction (CS) had a substantial effect size.

Post hoc Minimum Sample Size. The post hoc analysis determined the minimum sample size required to detect effects at given levels of power and alpha. Notably, the path from Channel (CH) to Digital Marketing (DM) would require a substantial sample size of over 2,500 participants to detect effects with 80% power at a 5% alpha level.

Hypothesis Testing. The hypotheses were tested using PLS-SEM to determine the relationships between the constructs. The results of the hypothesis testing are as follows:

H1: Channel (CH) positively impacts Consumer Purchase Intention (CPI). The path coefficient from CH to CPI was non-significant, as indicated by a small f-square value of 0.019 and a negative posthoc minimum sample size calculation, failing to support H1. The model explained 3.3% of the variance in CPI, which is relatively low, indicating other factors may play a more significant role in influencing CPI.

H2: Channel (CH) positively impacts Consumer Satisfaction (CS). The results showed a moderate effect of CH on CS with an f-square value of 0.083. However, the R-squared value for CS was 0.174, suggesting that while CH contributes to CS, other variables not included in the model might also have a significant impact.

H3: Channel (CH) positively impacts Digital Marketing (DM). The path coefficient from CH to DM had a minimal f-square value of 0.004, indicating a negligible effect. This result does not support H3, suggesting that CH does not significantly impact DM within this study's context.

H4: Consumer Purchase Intention (CPI) positively impacts Digital Marketing (DM). The hypothesis was supported with a moderate f-square value of 0.100, indicating that CPI significantly influences DM. This relationship had one of the higher R-squared values at 0.149, suggesting that CPI is a relevant predictor of DM effectiveness.

H5: Consumer Satisfaction (CS) positively impacts Digital Marketing (DM). The effect of CS on DM was indicated by a small f-square value of 0.006, which does not provide strong support for H5. The R-squared value for DM was 0.149, implying that other factors besides CS might influence DM.

H6: Price (P) significantly impacts Consumer Purchase Intention (CPI). The analysis yielded a small f-square value of 0.020 for the impact of P on CPI. The negative coefficient and post hoc sample size calculations suggest that this hypothesis is not supported, indicating that P may not be a strong predictor of CPI in this context.

H7: Price (P) significantly impacts Consumer Satisfaction (CS). With a robust f-square value of 0.159, the hypothesis that P positively impacts CS was supported, suggesting that Price is an essential determinant of CS in the liquor market.

H8: Price (P) significantly impacts Digital Marketing (DM). The f-square value for the impact of P on DM was negligible at 0.000, and the required sample size for detecting an effect was considerable; thus, H8 is not supported.

H9: Product (PR) significantly impacts Digital Marketing (DM). The f-square value of 0.050 for the relationship between PR and DM indicates a moderate effect size, supporting H9. The product appears to contribute to the effectiveness of digital marketing strategies.

The findings from the PLS-SEM analysis provide a nuanced understanding of the factors influencing consumer behavior in the liquor industry. While some relationships were supported, the overall model fit, construct reliability, and validity suggest that further model refinement is necessary. Future research should consider these findings and explore additional factors that may contribute to a more comprehensive understanding of consumer behavior in this market.

Conclusions

In light of the findings of the study, the following conclusions were derived:

1. The study concluded that the demographic profile of the respondents also plays a significant role in identifying the impact of liquor brand image on various indicators mentioned in the study.
2. Furthermore, the study concluded that various indicators such as product, price, and channel are significant components of a brand or image. At the same time, consumer purchase intention,

consumer satisfaction, and digital marketing may either increase or decrease the positive image of the brand depending on the preferences of the consumers as perceived by the respondents in the study.

3. Lastly, it was concluded that not all indicators may significantly impact the brand, and this still depends on how the consumer prefers the brand or considers the marketing strategy, packaging, and overall satisfaction with the product.

Recommendations

The following recommendations were derived based on the conclusions of the study:

1. The study recommended exploring the role of the respondents' demographic profile in factors such as price, product, channel, digital marketing, consumer purchase intention, and consumer satisfaction. This will create new studies and research determining the significant impact of the demographic profile in choosing a specific liquor brand.
2. The study also recommended focusing on one or two significant variables to see their in-depth impact on the study. This can also be done by including qualitative analysis and interviews among the respondents and users of the liquor product for a more comprehensive study.
3. Lastly, the study recommended increasing the liquor brand's marketing strategy and improving consumer satisfaction by focusing on the product's significant and essential elements, such as its appearance, appeal, taste, smell, and overall satisfaction with purchasing the brand. This will pave the way for promoting locally-made liquor brands and help other business owners promote their products and services to a wide range of consumers.

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