

# Research on Online Marketing Strategy Optimization of Liquor Brand Affecting Chengdu Consumers' Purchase Intention

Sheng Li

North Bangkok University, Bangkok 10220, Thailand.

---

**Abstract:** An increasing number of brands use algorithms to embed brand-related content on targeted consumers' social media pages. This paper analyzes how consumers' motives for using social media influence their potential brand-consumer interactions and the following branding outcomes. To examine this, this study selected social media platforms and white liquor as the brand to conduct the influencing effects of marketing strategies of socialized promotion contents, socialized promotion advantages, and promotional strategy of process under product, price, place, and promotion. The three research objectives are; to understand the development trend of liquor brands in the current market situation, to analyze the influencing factors relating to liquor purchase intention of Chengdu customers, and to improve marketing strategies for social media platform optimization of liquor sales in the Chengdumarket.

**Keywords:** Online Marketing Strategy Optimization; Liquor Brand; Purchase Intention

---

## 1. Introduction

The birth of the Internet has provided a lot of conveniences and made people's lives more efficient. The Internet not only provides people with a variety of information, but the way of dissemination is more rapid; our life is also inseparable from this social software. The Internet has quietly changed our way of life and traditional marketing models and methods, giving birth to a new marketing method. The rise of social software such as WeChat, QQ, and Weibo has shortened the distance between people and accelerated the information dissemination speed. Therefore, if companies want to seize the rare opportunity of the Internet and stand out in the fierce Internet competition, they need to jump out of traditional marketing methods, carry out brand communication with Internet thinking, and conduct marketing through social media. With the advent of the new media era, liquor brand uses social media to spread the brand in the traditional liquor market, strengthens the communication of liquor brand and brand and the influence of liquor brand on consumers, and integrates brand communication with a critical role of social media. Combining it and applying it to the marketing of liquor brands is a crucial way to promote them.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

This paper starts from the Chinese liquor market, takes liquor brands as an example to carry out a detailed marketing strategy research, and makes a specific analysis of the marketing strategy of liquor brands with the help of SWOT analysis tools. Under today's increasingly harsh market environment, liquor brands must continuously innovate and combine with the market environment to stabilize their leading position. It is necessary to formulate effective marketing strategies in line with the consumer liquor market according to the development status of the industry and future development trends, promote strengths and avoid weaknesses to seek long-term survival and development so that enterprises can further develop and grow.

## **2.2 Practical meaning and value**

Enterprise development is the foundation, and enterprise marketing is the guarantee. The development of an enterprise needs to provide a steady source of funds through continuous marketing, and an effective marketing strategy guarantees good marketing. Suppose there is no reasonable and effective marketing strategy and countermeasures for industry transformation and upgrading under high competition. In that case, even the best marketing model will lose the company's competitiveness due to the lack of corresponding coping strategies. Therefore, for the J wine brand, it is necessary to combine the company's development goals, recognize the company's current industry and market position, recognize the company's advantages and disadvantages, and clarify the key points of the company's marketing problems. Through continuous resource integration and marketing strategy adjustment, to achieve the unification of enterprise development and market environment. The liquor brand's most significant deficiency is the improvement and implementation of the marketing strategy. This article starts from the environment where the J wine brand is located. The internal conditions of the enterprise analyze the gains and losses of the liquor brand in terms of marketing strategies and then combines the marketing theory and the marketing strategy tool putting forward suggestions that liquor brands need to pay attention to in the formulation of marketing strategies in the future, and provides practical help for liquor brands to implement corporate development goals further.

## **3. Understanding the Online Marketing Strategy Optimization of Liquor Brand Affecting Chengdu Consumers' Purchase Intention**

### **3.1 Marketing Promotion Theory**

Xu (2000)<sup>[1]</sup> suggested using marketing methods to sell more products to customers at the right time, place, and price to meet the needs of market consumers to the greatest extent possible. The essence of marketing management is that the company passes the market environment, and changes in time create effective marketing strategies. Marketing is "the relationship between an organization and all its publics, not just customers." Marketing is inextricably linked to human activities in the market. Marketing is communicating with people in the market and understanding their needs, satisfying their desires, and realizing their exchanges.

### **3.2 Marketing Strategy Theory**

Lu (2016)<sup>[2]</sup> determined marketing strategy is a process in which the marketing department of an enterprise determines the target market after considering various factors according to the strategic plan, selects the corresponding marketing strategy combination, and effectively implements and controls the process. The overall marketing strategy includes product strategy, price strategy, marketing strategy, channel strategy, promotion strategy, etc. Enterprises generally follow four steps to formulate an effective marketing model: the first is to analyze the market, the second is to select the target, the third is to determine the market, and the last is to conduct marketing management. According to the current essential characteristics, the basic marketing strategies are mainly divided into four parts: innovation, talent, culture, and brand.

### **3.3 Online Marketing Theory**

Qi; & Yu. (2019)<sup>[3]</sup> conducted the theoretical framework of digital marketing includes all the best strategies for reaching these online audiences. This may include email marketing, direct message marketing to attract people to their mobile devices, video streaming, and social media announcements.

## **4. The Conceptual Framework for the Research Study**

### **4.1 Online Marketing Strategy Optimization**

A digital marketing strategy includes multiple aspects of communication, advertising, and brand building – all while using technology as the underlying channel for delivering information. Digital marketing covers everything from a company's website to the emails it sends to its social media. In other words, almost everything you post your business name online is some form of digital marketing.

## **5. The Online Marketing Strategy Optimization of Liquor Brand Affecting Chengdu Consumers' Purchase Intention**

Chen; & Yuan. (2020) <sup>[4]</sup> proposed In the Internet age, this model shows the importance of search and sharing, not to transmit ideas to consumers, but to conduct Internet searches through social media to transform consumers' desires into needs that consumers are aware of. Social media has expanded users' choice space and search range. In this process, consumers are more proactive and will conduct word-of-mouth marketing after purchasing products to provide a reference for other consumers. In the era of highly developed social media, many consumers' Interest in the product is that before the promotion, the user's consumption behavior becomes very active, the consumer's purchase goal is obvious, and he knows how to make active purchases to seek word-of-mouth effect and share his purchase experience to form second word-of-mouth. This is a multi-interaction model rather than the traditional one-way information transfer process. In the era of rapid development of social media, with the support of various social tools, consumers have a wealth of information choices and information on goods and services. Filter and share. Based on the Internet, information integration and interpersonal communication have produced a more diffuse effect. Consumers' acceptance of information has surpassed the concept of the public and entered the era of accessible and personalized communication.

## **6. Conclusion**

With the rapid development of social networks and mobile Internet, traditional media are gradually being replaced by new social media. Facing the fierce competition of enterprises and the suppression of other brands, brand communication strategy is the most critical task for enterprises. Social marketing can Improve brand awareness, accurately locate the target audience to obtain good social benefits, improve customer loyalty, and create a more efficient sales conversion rate. The questionnaire on the effect of social marketing on the J wine brand was analyzed for significance, cross-analysis, and between groups.

## **References**

- [1] Xu X. (2000). Brand Competition Theory. Civilization and Propaganda. Vol 11, p.36-45.
- [2] Lu Y. (2016). On the Current Situation and Development Suggestions of Social Media Marketing in China. Modern Corporate Culture. Vol 32, p.129-139.
- [3] Qi Q. and Yu M. (2019). Research on the Marketing Strategy of Corporate Brands in the Era of Social Media. Marketing Industry. Vol 4, p.289-299.
- [4] Chen L. and Yuan X. (2020). Marketing communication strategy innovation based on social media word of mouth. Science and Technology Information. Vol 32, p.84-93.