

# The Influencing factors of Customer Satisfaction Strategy on Liquor Consumption Intention in Sichuan

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**Abstract:** The official business strategies and user preferences restrict the sustainable development of the liquor industry. The increasing market demand brings innovative requirements to alcohol producers and shows a new trend for the future development of liquor sales in Sichuan. The liquor industry develops the patterns of sales and customer strategies to promote more extensive sales in the competitive markets through the influencing factors of perceived value, perceived quality, and service quality relating to customer satisfaction which extends to purchase intention. The three research objectives are; to explore the satisfaction level affecting Sichuan liquor consumers, to analyze the influencing factors of satisfaction strategies relating to purchase intention for Sichuan consumers, and to suggest practical solutions for improving liquor sales strategies in sustainable liquor sales in Sichuan.

**Keywords:** Influencing Factors; Customer Satisfaction Strategy; Liquor Consumption Intention

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## 1. Introduction

Recently, China's consumer market has been developing rapidly, and the role of consumer spending in GDP is increasing. Nearly 80% of GDP growth comes from the growth of consumer spending. Consumption has become critical in developing the national economy and the first driving force for economic development. The 19th National Congress of the Communist Party of China report pointed out that the economy has shifted from a stage of high-speed growth to high-quality products. From the demand side, high-quality development refers to the upgrade of consumption. In this paper, based on consumer behavior, the purchase intention of alcoholic products starts from customer satisfaction. According to the product characteristics of alcoholic products, the dimensions that affect customer satisfaction with alcoholic products are selected: perceived value, perceived quality, and service quality. Finally, by improving customer satisfaction, consumers' willingness to purchase alcohol products can be improved.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

Improving the willingness to purchase alcohol products is a practical and vital issue that needs to be solved urgently. After a brief review of the development history of alcohol products in the Chinese market, this study tries to find out the factors that affect customer satisfaction with alcohol products in terms of perceived value, perceived quality, and service quality by grasping its current development status and main problems, and then from the perspective of customers. Satisfaction is a study of consumers' willingness to purchase. Based on the above research results, relevant countermeasures and suggestions are put forward to improve customers' intention to purchase alcohol products. With the development of the wine industry, simply improving the quality of wine can no longer meet the needs of consumers. Under the trend of increasingly fierce competition in the wine market, how to improve consumers' willingness to buy from various aspects has become the most urgent problem.

### 2.2 Practical meaning and value

Influence and promote the sustainable and healthy development of alcoholic products. This paper has the following practical values: First, the statistical results of the questionnaire survey data on consumers' purchase intention and liquor consumption are analyzed to analyze the consumer groups who have purchase intentions for alcoholic products in Ziyang, Chengdu, and Luzhou. From this, it is inferred that Ziyang's potential consumption market of alcoholic products in the Chengdu and Luzhou regions will help sales personnel establish target markets and key target groups. The development and sales of alcoholic products in Ziyang, Chengdu, and Luzhou regions for different consumer groups have the advantages of direct guidance. The second is to help managers and sales personnel of alcoholic products in Ziyang, Chengdu, and Luzhou to understand the development trend correctly. The market status of the wine industry faces up to the opportunities and threats of alcoholic products. It fully uses the company's internal advantages to improve the market for alcoholic products.

### **3. Understanding the Influencing factors of Customer Satisfaction Strategy on Liquor Consumption Intention in Sichuan**

#### **3.1 Online Business Development**

Yang (2020) <sup>[1]</sup> defined that with the rapid development of e-commerce and the continuous change in people's lifestyles, more and more consumers choose to shop online. The competition in e-commerce is also becoming more and more fierce. Still, there is a lack of research on the correlation between website quality, satisfaction, and purchase intention. The relationship between consumer satisfaction and purchase intention makes up for the lack mentioned above of existing research and supplements relevant research conclusions. It improves the theory of website construction in B2C theory. The usefulness, entertainment, and complementarity of the website quality dimension significantly positively impact the overall quality of the website. The overall quality of the website not only directly and positively affects the purchase intention of consumers but also positively affects the purchase intention through the partial mediating effect of consumer satisfaction.

#### **3.2 Consumer Satisfaction and its Brand Image, Consumer Perceived Quality, and Perceived Value**

Chang (2012) <sup>[2]</sup> determined consumer satisfaction is an essential factor affecting the competitive advantage of telecom operators. When other influencing factors are controlled unchanged, consumer satisfaction has a significant positive impact on competitive advantage. When the customer satisfaction value is high, the operator's competitive advantage will correspondingly increase, and vice versa. Taking China Unicom as an example, consumer satisfaction and its various influencing factors correlate with its competitive advantage and secondary indicators. To this end, to enhance China Unicom's competitive advantage, it is necessary to improve China Unicom's consumer satisfaction and its brand image, consumers' perceived quality, perceived value, and other satisfaction factors.

#### **3.3 Market Competition**

Zhang; & Li. (2013) <sup>[3]</sup> conducted the research model of high-end alcohol product marketing strategy based on consumer satisfaction; the causes of consumer satisfaction include a social image, consumer expectation, perceived quality, perceived value, and service quality. The effects of consumer satisfaction include consumer complaints and consumer loyalty. Coupled with consumer satisfaction, a total of eight structural variables are included and based on the regular evaluation of consumer satisfaction. This provides a reference for formulating marketing strategies for high-end alcohol product enterprises in China.

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

#### **4.1 Customer Satisfaction Strategy**

It reflects how businesses manage to deliver a customer experience that meets expectations. Customer service satisfaction is measured by understanding how customers interact with the business brand and collecting feedback through surveys using different channels.

## **5. The Influencing factors of Customer Satisfaction Strategy on Liquor Consumption Intention in Sichuan**

Cui (2019) <sup>[4]</sup> analyze consumers' perceived risk from the research perspective, and taking cross-border e-commerce platforms as the research object, this paper explores the influence of trust on purchase intention and finds that consumers will choose e-commerce companies with higher trust degrees in the purchase process according to their trust degrees. A platform for shopping to reduce consumption risks. In other words, consumer trust in cross-border e-commerce platforms is a crucial factor affecting purchase intention. When understanding the influencing factors of consumers' purchase intention, a research model of service quality, trust, and purchase intention were constructed. The study concluded that the satisfaction information accumulated by each online shopping experience would affect consumers' trust in express service providers. This, in turn, affects the trust in e-commerce companies, and trust will positively affect consumers' willingness to buy again from the same e-commerce company. The popularity, professionalism, and interaction of opinion leaders perceived by consumers will increase consumer trust and positively impact purchase intention.

## **6. Conclusion**

Establish and enhance service awareness and continuously improve service quality. With the increasing consumption level and level of customers, more and more attention is paid to the quality of services. While consuming products, customers are also consuming services. With the narrowing of product quality differences among enterprises, the competition among enterprises is gradually shifting from quality competition to service competition. To improve the service quality of alcohol products, on the one hand, it is necessary to provide high-quality services for dealers, stimulate the enthusiasm of dealers to carry out the brand operation and enhance the service awareness of dealers through training services; Continuously improve service quality, increase customer service value, maximize customer satisfaction.

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