

An Empirical Study on Women Consumers' Purchase Intention of Fermented Wine Drinks— Taking Female Consumers in Yinchuan Region as an Example

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Abstract: In recent years, with the continuous development of China's economy and the increasingly open society, female consumers have gradually become the main force in the contemporary consumption trend, and are gradually considered as a new opportunity for national economic development and the main support of price increase profits. In China, women control 60 percent of the turnover in the domestic market, and 80 percent of the household consumption. In this context, consumption is not only the economic behavior in the social life of contemporary Chinese women, but also the social behavior and its cultural form. Many enterprises have also found this and made more products that favor female consumers to meet the consumer needs of contemporary women. This trend is reflected in the wine market, which is traditionally dominated by men.

Keywords: Female Consumers; Fermented Wine Drinks; Purchase Intention; Theory of Planning Behavior; Theory of Perceived Value

1. Background

In recent years, the increasing social status of women makes female consumers have a greater influence on the overall market; at present, female consumers have a dominant position in many developed industries; in China, with more economic independence in women and increasing status in society, "her economy" is also rising. In addition, today's consumption structure is constantly transforming, and we gradually change from subsistence consumption to developmental consumption, and then to enjoyment consumption and luxury consumption. Many consumer goods are no longer just for wrapping the belly to keep warm, but more inclined to individual satisfaction and fashion embodiment. Consumption is not only the economic behavior in the social life of contemporary Chinese women, but also the social behavior and its cultural form. Many enterprises have also found this and made more products that favor female consumers to meet the consumer needs of contemporary women. This trend is reflected in the wine market, which is traditionally dominated by men.

2. Research objectives

Analysis of the influence of the purchase intention of female consumers of fermented wine drinks on the economic development of various liquor producers

Explore the influence mechanism between several groups of factors.

Analyze the statistical results, compare the importance of various factors, and formulate targeted marketing strategies, so as to provide suggestions for the sustainable development of fermented wine drinks and improve the stickiness of consumers.

3. Range of study

3.1 Theoretical significance and value

At present, scholars have few research on female consumers and fermented wine drinks, and most of them focus on the demand, choice and purchase intention of male wine. Most of the research on female consumers focuses on targeted topics such as online shopping desire and underwear choice. In this study, we combine fermented wine drinks with female consumers, hoping to explore the purchase intention of female consumers of fermented wine drinks by means of planning behavior theory, perceived value theory and multiple dimensions.

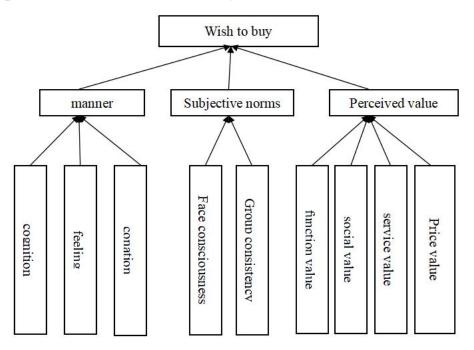
3.2 Practical meaning and value

Men occupy the dominant consumer market in the past, but in recent years female consumers in rapid development rise even to today's society has occupied most of the consumption share, is now the "leader" of social and economic development, female consumers for most enterprise proportion also gradually increased, is the future enterprise research and development products need to crowd. The research on the purchase intention of female consumers of fermented wine drinks will have a great influence on how various wine enterprises can win the favor of more women and gain a place in the economic competition of wine enterprises, and can provide relative reference and guiding significance.

3.3 Regional demographic characteristics of the study

Based on the selected areas of this study, the investigators strictly defined the scope of the study. In terms of the sample area, the researchers designated the area within their capacity as Yinchuan City, Ningxia Province, China according to their own ability limitations, and conducted the sample survey and questionnaire distribution. A total of 400 questionnaires were distributed for survey and results collection.

4. The conceptual framework of the study



5. Theoretical principle

Sun Ying (2020) proposed that a new framework of attitude, subjective norms, price sensitivity and perceived consumer

efficiency will be obtained. This study adopts two constructs: subjective norms and attitudes. Rosenberg, Hovland (1960) proposed the definition of three dimensions of attitude. After studying it, they concluded that attitude is composed of three dimensions of cognition, emotion and meaning. Zhang Qiannan (2020) put forward face consciousness and group consistency the existence of the two dimensional variables is to explore whether social pressure will have certain influence on female consumers purchase intention so will not show in the measurement scale the fruit drinks specific brand, etc., therefore will not affect the two variables of different female consumers purchase intention. Gao Yongmei (2021) suggested that consumers' perceived value can effectively improve their brand recognition and purchase intention, so as to stimulate consumers to achieve purchase behavior. Zeithaml et al (1988) put forward: the so-called consumer value refers to the overall evaluation of the benefits felt by the individual in the process of obtaining some services or products and the cost paid after a series of considerations. The essence is the tradeoff between the individual and the two. Dodds et al (1991) put forward that consumer perceived value comes from the individual's sacrificial perception of monetary value and the perception of whether the service or product is value for money, because these two senses only have the driving factor of price, so the perceived value of consumers is also a single-dimensional existence.

6. Correlation studies

Purchase intention is a very important concept in the field of management and marketing, which was first derived from western scholars. Ajzen, Fishbein (1975) put forward that the so-called intention refers to the subjective probability of an individual having a certain unique behavior. Combining it with the purchase, it can be concluded that the so-called purchase intention refers to the probability of an individual being willing to make a specific purchase behavior. Monroe, R. Krishna (1998): the so-called purchase intention refers to the behavior tendency of the individual to buy certain goods.

Conclusion

In recent years, the fermented wine drinks in the wine market are in the initial stage. At present, the fermented drinks in the domestic and foreign wine market are rapidly optimized, and the number of female consumers is also rising. But at present for the study of fermented wine drinks is relatively small, consumers for fermented wine drink understanding channels and knowledge popularization is relatively limited, this study is based on female consumer perspective of fermented wine drinks and how to buy some opinions, also to keep female consumers line of sight, improve female consumers buy viscosity is put forward opinions. According to the data collation and the final conclusion orientation of this study, attitude, subjective norms and perceived value all play a decisive role in the purchase intention of female consumers, and also play an important factor in the future development of fermented wine in various liquor enterprises.

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