

Study on the Influencing Factors of Liquor Product Brand Internationalization Strategy on Consumers' Purchasing Intention

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Abstract: China's liquor industry has a long history and has a history of thousands of years. Liquor has become a part of China's traditional culture together with Chinese culture, tea and food. "No wine, no banquet" and "friends have good wine" have become a part of the etiquette of Chinese people. China's liquor has been imperceptibly integrated into the blood heritage of the Chinese people, which can arouse the national identity of Chinese people around the world. In recent years, with the development of China's economy and the improvement of residents' consumption ability, the domestic liquor industry has developed rapidly. This paper takes the research perspective of liquor product brand internationalization strategy, takes the consumer behavior theory as the basis, and combines the trust transfer theory, root theory, perceived value adoption model and consumer identity theory.

Keywords: Purchase Intention; Brand Internationalization Strategy; Trust; Sense of Identity; Perceived Value

1. Background

Among the world's four major distilled spirits, except Chinese liquor, they have become famous in the world. And Chinese baijiu, not only did not go abroad, even the domestic market, is also constantly attacked by foreign liquor, in the young generation of foreign wine is very popular, and the night show, there is almost no place for baijiu. The internationalization of Chinese liquor, is the industry has to say the pain. Liquor is also an important part of Chinese culture, and the brewing technology of liquor is also unique in the world. The internationalization of Chinese liquor is difficult, but it needs exploration and efforts. With the further intensification of domestic liquor market competition, many well-known liquor enterprises have accelerated the pace of internationalization strategy, and constantly looked for the route in line with international standards.

2. Research objectives

Analyze the influence of consumers' purchase intention on liquor products.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and combine with the brand internationalization strategy to improve consumers' intention to buy liquor products.

3. Range of study

3.1 Significance and value

Theoretical aspects: first, considering the distinctive personality and characteristics of the liquor industry, this paper can make up for the deficiency and enrich the knowledge of domestic liquor marketing; second, this paper studies the influencing factors of consumers from the perspective of brand internationalization strategy, which has important guiding significance for optimizing the

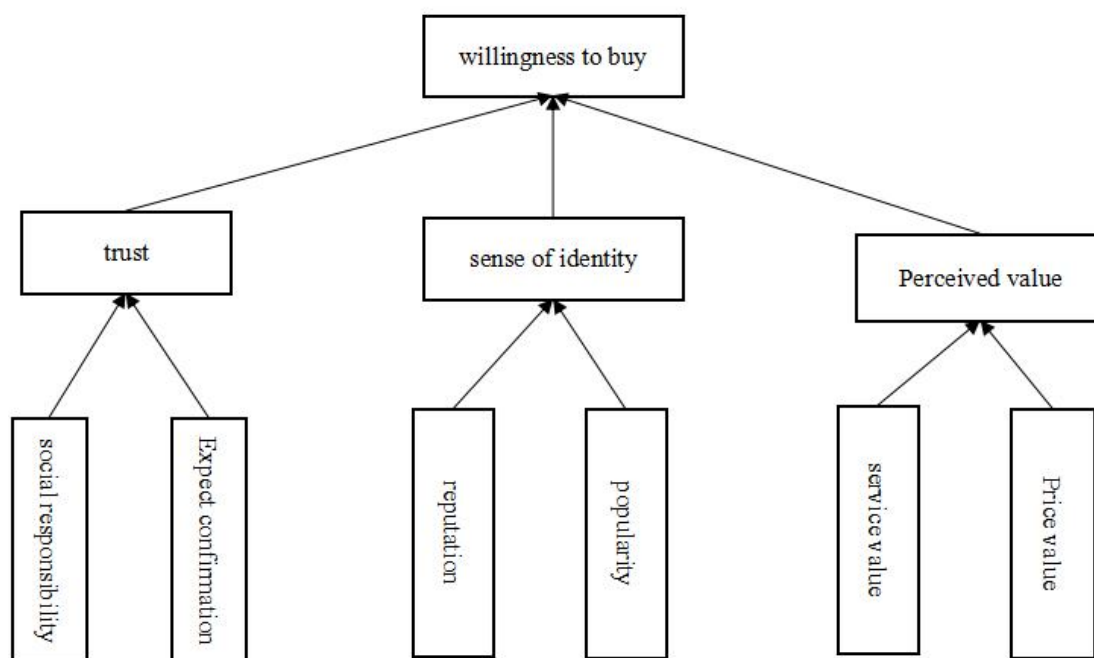
development strategy of enterprises. It provides a new perspective for the research of the development strategies of similar liquor enterprises and enriches the application of marketing theory in the research of liquor market.

Practical: liquor enterprises in the aspect of marketing strategy needs, I after a series of theoretical research, with liquor brand internationalization strategy as the research goal, analyzes the liquor marketing environment, discusses the positive influence of brand internationalization of liquor enterprise sustainable development, promote the sustainable development of liquor industry healthy forward, is advantageous to the liquor industry management and sales staff to the correct understanding of liquor industry development trend and market status quo, to face the liquor industry current opportunities and threats, make full use of enterprise internal advantages, improve the competitive ability of liquor products in the international market.

3.2 Regional demographic characteristics of the study

Due to the limitation of time, cost and energy of the research, this research topic limits the regional selection of consumers. This paper selects consumers in Guizhou Province for research, and selects Guiyang city, Liupanshui City, Zunyi City, Anshun City, Tongren City and Bijie City in Guizhou Province to distribute and collect questionnaires.

4. The conceptual framework of the study



5. Theoretical principle

Wang Jingchan (2021) discusses the mechanism of trust, the characteristics of web celebrity opinion leaders, consumers' purchase intention and brand awareness in the same model system. Chen Shuang (2020) studies the influence of hotel corporate social responsibility on consumer brand trust (attitude), purchase intention and premium payment intention (behavior) from the perspective of consumer perception. Li Dan (2021) divides user experience into four dimensions: information experience, interactive experience, emotional experience and related experience, introduces two psychological factors of psychological ownership and identity as intermediary variables, and users' perceptual support as regulating variables; builds a theoretical model of users in virtual community. Zheng Xuanyi.(2021) The research results show that expectation confirmation has significant positive impact on interface experience, interactive experience, ride experience and trust; significant positive correlation between interface experience, interactive experience, brand trust and satisfaction; ride experience significantly positively affects trust; and significant positive correlation between trust and willingness to continue use. Zhong Cui (2012) pointed out that the variables of corporate similarity, consumer corporate relationship

satisfaction, corporate popularity, corporate reputation and corporate social responsibility all have a significant positive impact on consumer corporate identity. Chen Yongqi (2020) proposed five stimulus variables: product content quality, price preferential strength, entertainment, attraction and popularity. Taking consumers' perceived value and perceived risk as the intermediary variables, to construct the influence model of e-commerce live broadcast on consumers' purchase intention. Wang Qian (2021) concluded that the functional value, price value, emotional value, social value and perceived value have positive effects; the perceived value and purchase intention have positive effects. The analysis of Wang Min (2021) shows that the perceived value of Chinese cosmetics consumers has a significant positive impact on the purchase intention, and the higher the perceived value, the higher the purchase intention of consumers. Brand identity plays a significant and positive role between perceived value and purchase intention.

6. Related studies

Dodds (1991) and other scholars defined the purchase intention as the possibility of consumers' subjective willingness to take practical actions to implement the purchase behavior. Research aspects of the influencing factors of purchase intention. Babin (1996) believes that the intrinsic attributes of products directly affect the intensity of consumers' purchase intention. The main starting point of consumers' purchase intention lies in their own understanding and evaluation of product attributes, which is the most important factor affecting whether consumers buy.

Conclusion

It has become the consensus of Chinese liquor industry to actively explore overseas markets and carry out brand international operation, and some strong domestic brands have started brand international operation. Unfortunately, so far, China's liquor enterprises have no truly recognized international brand recognized by the world. Moreover, there is a big gap with foreign well-known brands in brand marketing strategy and brand management technology. This paper takes this premise to investigate the consumers' purchase intention to liquor products, study their true reflection, and conduct objective and accurate investigation and research through field research and questionnaire survey. By analyzing the significant influencing factors of purchasing intention of other products, the development status of liquor products is studied. This paper uses the theory of consumer demand and the theory of consumer purchase behavior as the theoretical basis of the research, so as to build relevant models to do further empirical research, which has certain theoretical value. To sum up, it is of positive significance to explore consumers' purchase intention and influencing factors of liquor products, which can provide some theoretical reference for the production and operation and the improvement of the sales mode of liquor product enterprises.

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