

Study on the Influence of Liquor Quality on Consumers' Repeated Purchase Intention in the Social Era—Taking Users in Guiyang Area as an Example

Dongyu Li

North Bangkok University, Bangkok 10220, Thailand.

Abstract: Liquor has been favored by consumers because of its unique technology, style, rich aroma and unique taste. At present, the quality of liquor manufacturers and liquor in the market is uneven, which has caused great trouble for consumers when purchasing liquor. Therefore, it is of great significance to comprehensively consider the factors affecting consumers' choice of liquor and comprehensively evaluate the quality of liquor to guide consumers' rational consumption and reasonable choice, to promote the effective feedback of liquor production and to promote the further good development of liquor industry.

Keywords: Liquor Quality; Repeated Purchase Intention; Guiyang Area

1. Background

Although the scientific evaluation of liquor quality so far has certain guiding significance for consumers' purchasing behavior, it is not highly targeted. Through the investigation of the existing literature, it is found that the liquor quality evaluation mainly focuses on the physical and chemical index evaluation and the brand perception evaluation based on the chemical composition analysis. The evaluation of physical and chemical index is suitable for the professional field of liquor evaluation, because it has strong professionalism, it is not suitable to guide consumers. The quality evaluation of liquor mainly focuses on the color, aroma, flavor, case and other indicators of the liquor body, which can not cover other important factors considered by consumers when making choices. At the same time, the existing quality evaluation index system is very large, too many indicators will also make people at a loss what to do to choose liquor. In addition, quality evaluation is generally used for the qualitative rating of liquor, and there are defects in comprehensively ranking the quality of several liquor.

2. Research objectives

Analysis of the influencing factors of liquor quality on consumers' repeated purchase intention in Guiyang area.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted optimization suggestions to improve consumers' repeated purchase intention of liquor, so as to provide great reference suggestions for promoting the improvement of liquor quality.

3. Range of study:

3.1 Significance and value

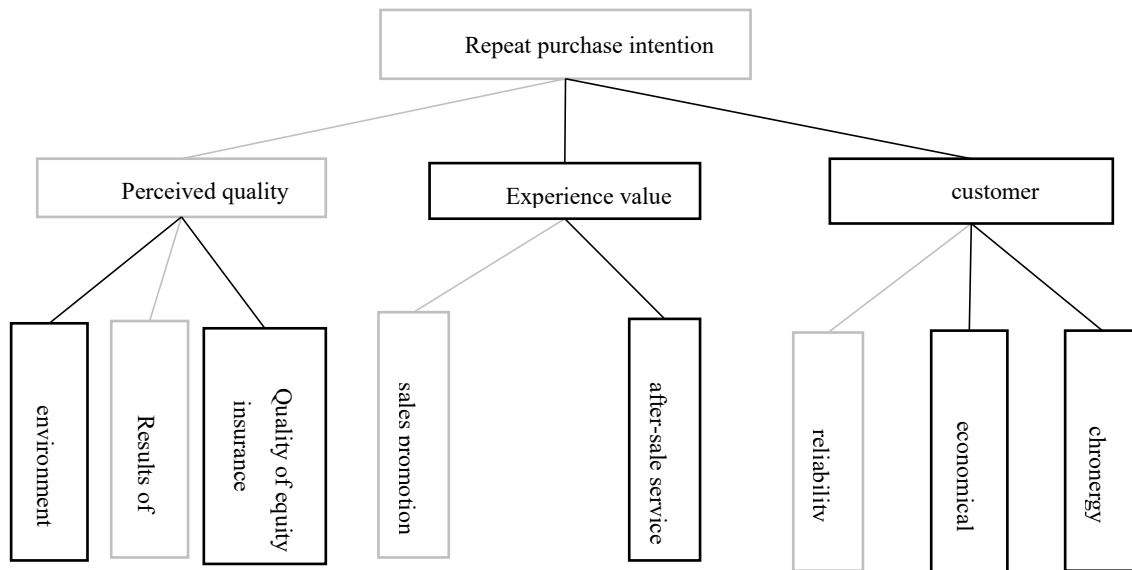
In terms of theory. This study on the basis of classic literature at home and abroad, combined with the perceived value theory, customer satisfaction and customer experience theory, analyzes the influence of Guiyang region liquor quality on consumer repeated purchase intention mechanism, build a model can fully reveal the influence of liquor quality on consumer repeated purchase intention, help to enrich perceived value theory, customer satisfaction theory, customer experience theory, enrich and enrich the existing perceptual value theory, customer satisfaction theory, customer experience theory.

In practical terms. This study clarified the influence mechanism of liquor quality on consumers 'repeated purchase intention, so that liquor manufacturers could adopt corresponding brewing technology strategies and brand strategies to improve the liquor quality on consumers' repeated purchase intention according to the influence mechanism of liquor quality on consumers' repeated purchase intention. It will also help to improve the liquor marketing plan, create a best-selling brand, and help the liquor enterprises to obtain good brand support and reputation, both have a certain practical value.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Guiyang area, mainly with liquor consumers. Based on the area limited by the research topic, the researchers strictly limited the scope of the study and limited the scope of sample collection to Guiyang area.

4. The conceptual framework of the study:



5. Theoretical principle

Cui Xiaoting, Qu Hongjian (2021) found that the service quality of clothing cross-border e-commerce platform directly or indirectly affects consumers 'repeated purchase intention; environmental quality has no direct effect on perceived quality and repeated purchase intention, and remedial quality has no direct effect on loyalty and repeated purchase intention; transmission quality, result quality and equity protection quality have direct or indirect effects on consumers' repeated purchase intention. Zhang Kangkang (2019) constructed a model of the influence of logistics service quality with customer satisfaction and customer trust as intermediary variables on customers' repeated purchase intention, and put forward to verify the corresponding assumptions. Wang jiao (2019) for shopping website, WeChat marketing, customer experience value, repeat purchase intention concept and connotation, summarizes the shopping website WeChat marketing influence factors — information quality, promotional activities, online interaction, online payment,

after-sales service, and based on the stimulation-body-reaction theory model, build the research model of this paper.

6. Correlation studies

Repeated purchase intention refers to the consumer subjective is willing to repeat the possibility of a commodity or a service, this concept was originally proposed by Ajzerl and Fishbein (1975) for the first time, they think that will is the possibility of individual behavior, which can reason, repeated purchase intention is consumer subjective tendency of purchasing behavior. The emergence of this concept has made many experts and scholars realize the importance of repeated purchase intention, and have deeply explored and studied the factors affecting consumers' repeated purchase intention. Zeithaml (1988) proposed that the attributes of the product will affect the individual perception of the product, and then affect the perception of the product, thus affecting the consumers' repeated purchase intention of the product. Dodds (1991) and other scholars defined the repeated purchase intention as the possibility of consumers being subjectively willing to take practical actions to implement the purchase behavior.

Conclusion

Due to the rise of grain prices in the macro environment, the liquor production enterprises in Guiyang will undoubtedly be increased to a certain extent. It is urgent to develop new products to achieve cost control and competitiveness from raw materials. At the same time, liquor production enterprises in Guiyang need to improve the mainstream process and technical support of liquor production, and need to improve the technical advantages of enterprise product transformation, so they can consider developing new grain and wine substitutes.

The research and development of new products in liquor production enterprises should be dominated by the quality of raw materials to ensure the natural and green quality of raw materials. In the purchase process, by comparing the content and professional testing of main ingredients and vitamin ingredients, and then select high-quality raw materials; in addition, products should be standardized and professional safety certification to create recognizable products and build market competitiveness from the source. And through the field investigation of the plantation, the raw materials come from the pure ecology of the wild planting technology in the forest, so as to improve the taste and taste of the product. Finally, in terms of products and services, the product characteristics should be highlighted, and according to the different needs of consumers of different age groups for the liquor consumption function, different varieties of liquor should be determined to meet the diverse needs of consumers.

References

- [1] Cui XT, Qu HJ. The impact of service quality of clothing cross-border e-commerce platform on repeated purchase intention [J]. Journal of Donghua University (Natural Science Edition), 2021,47 (04): 123-134.
- [2] Zhang FK. Study on the influence of logistics service quality on customers' repeated purchase intention [D]. Huazhong University of Science and Technology, 2019.
- [3] Wang J. The impact of shopping website WeChat marketing on consumers' repeated purchase intention [D]. Yanshan University, 2019.
- [4] Min MM. Study on the influence relationship between each dimensions of customer perceived value and customer behavior and external attributes of products [J]. Central South University.2007.
- [5] Song GD, Deng LL. Analysis on the source and composition of brand cognitive value [J]. Modern commerce and trade in the industry.2011,(4).
- [6] Yang DH, Su XM. Review of customer identity theory research and comprehensive research framework construction [J]. China's circulation economy. 2011, (3).
- [7] Kang Z, Shi J. Empirical study on the relationship between brand equity, brand recognition and consumer brand trust [J]. East China Economic management. 2011, (3).