
Determinants of Lianglu Small Bottle Wine Purchasing Behavior among the Working Adults in
Sichuan, China

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Research Project Submitted in Partial Fulfillment of the Requirements

for the Degree of Master of Business Administration

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DECLARATION

I hereby declare that the research project is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at Universiti Tun Abdul Razak (UNIRAZAK) or other institutions.



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Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master of Business Administration

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By

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Chinese white wine (hereinafter referred to as white wine) is with profound cultural heritage. In this paper, the influencing factors for consumers to purchase small bottle wine are selected as the research object and analyzed. Lianglu small bottle wine (hereinafter referred to as LL Small bottle wine) from Lianglu Liquor was selected as the specific research object. In the purchase of white wine, consumers gradually changed their rational purchase from price oriented to product oriented. Small bottle wine has become one of the most popular types of white wine among consumers because it has many characteristics such as moderate drinking, sanitation, and portability. In the increasingly competitive market, the study of the factors affecting the purchase behavior of small bottle wine purchase will help to understand the marketing model of white wine and the consumer behavior of C-end customers. At the same time, it is of practical significance to guide the future development direction of enterprises and formulate marketing strategies. Based on the "LL small bottle wine" as the research object, firstly it summarizes the research results domestic and abroad, combined with the theoretical basis. From personal characteristics, product characteristics, subjective cognition, consumption environment four aspects to build "LL small bottle wine" purchase behavior influence factor of theoretical analysis framework, and then through the descriptive analysis, variance analysis and study a series of factors influencing the degree of influence on the buying behavior of cold dew small liquor and significant. The results show that among the individual characteristics, the age and gender of consumers have a significant influence on the purchase behavior of LL small bottle wine. Product characteristic factors had a significant influence on the purchase behavior of "Lianglu small bottle wine", among which, taste > quality > price > brand > packaging > alcohol degree; Among the subjective cognitive factors, consumer attention and consumer satisfaction had a positive and significant influence on the purchase behavior of "LL small bottle wine". Among the factors of consumption environment, the enterprise behavior has a significant influence on the purchasing behavior of "LL small bottle wine". Finally according to the empirical analysis of the conclusion to provide some suggestions for the development of LL liquor.

Keywords: Small Bottle Wine; Purchase Behavior; Influence Factors;

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CHAPTER 1: INTRODUCTION

1.1 Research background

Chinese white wine, as a unique liquor variety in China, is a distilled liquor with an alcohol (volume fraction) of 18% - 68%, which is made from grain as the main raw material, using Daqu, bran koji and other koji and yeast as saccharification and fermentation agents, through cooking, saccharification, fermentation, distillation, aging, blending and other processes.

The white wine industry is one of the industries with a long history in China. From the initial rise of the reform, the white wine industry in China has gone through a decade of hard work in the golden period, and then started again after five years of adjustment. The current white wine enterprises have undergone earth shaking changes in both scale and efficiency. After a long period of adjustment, the competitive situation in the white wine industry has become increasingly clear. The number of white wine enterprises above the scale has been increasing, while the number of white wine enterprises existing in the form of small and medium-sized workshops is gradually decreasing.

The market of white wine began to recover in 2017. LL liquor seized the opportunity to enter the small bottle white wine market at the beginning of 2018, subdivided the small bottle wine market, blazed a new trail, and created a new type of light luxury liquor - cool and moist liquor with flower and fruit fragrance, aiming at the positioning of "wine for eating spicy". LL Liquor is located in the core area of the Golden Triangle of Chinese white wine, which is in the latitudinal zone of 28 ° 83 'north latitude and 104 ° 33' east longitude, and was founded in June 2017. The company carried out research with its own

research and development strength in combination with "school enterprise cooperation" and other ways, and launched a new type of white wine called LL Small Bottle Wine in January 2018. LL small bottle wine is made from grains, plants, flowers and fruits with the unique technology of "accurate fermentation and distillation Three natural ". At present, there are three kinds of products with different degrees, namely 52 degrees, 45 degrees and 31 degrees, and there are three different tastes, namely slightly cool, medium cool and super cool. The packaging is uniformly made of 125ml round glass bottles. LL small bottle wine has achieved good results in its early marketing.

However, with the progress of the times, the rapid development of modern science and technology, the continuous expansion of e-commerce and chain supermarkets, and the dealers in all regions try their best to win the manufacturer's preferences, which greatly weakened the ability of white wine dealers to obtain benefits, and gradually increased the marketing pressure on white wine enterprises. Moreover, in recent years, small bottle white wine has gradually become a favorite product category for some liquor enterprises. For example, Xiaolang Liquor, Jiangxiaobai Liquor, etc. have formed a certain scale in the national market or some regional markets. How other small bottle wine can stand out and develop stably is a problem that some liquor enterprises need to solve at present. Therefore, this paper takes LL small bottle wine as the research object. On the basis of summarizing previous studies on consumer buying behavior and factors affecting the purchase of white wine, combined with theoretical basis, and through empirical analysis of survey data, it attempts to find out the factors influencing consumers' purchase behavior of white wine and the degree of influence, so as to provide some reliable reference for the future development of LL liquor.

1.2 Research purpose

1.2.1 Research purpose

This paper takes LL small bottle wine as the research object, collects the relevant data needed by issuing questionnaires, and finally empirically analyzes the influencing factors of consumer purchase behavior. The main research purposes are as follows:

- i. To identify the personal characteristics (age group, income group, occupation, gender, drinking habits) among the working adults in Sichuan Province, China.
- ii. To identify the perceived product characteristics (quality, brand, price, package, taste, features) among the working adults in Sichuan Province, China.
- iii. To identify the perceived wine consumption satisfaction among the working adults in Sichuan Province, China.
- iv. To identify the environmental factors (lifestyle, social influence among the working adults in Sichuan Province, China).
- v. To identify the wine purchasing behaviour among the working adults in Sichuan Province, China.

1.2.2 Research significance

As the leader of innovative small bottle wine, LL small bottle wine have made certain achievements after three years of development, but its share in the small bottle wine market is not high. With the intensification of competition in the small bottle wine market, how to maintain and constantly increase the potential target consumer groups has become the key to enterprise development. This paper has two practical significance: first,

it is to focus on consumers, take LL small bottle wine as the research object, analyze the factors that affect their purchase behavior around consumers, and then customize reasonable countermeasures and suggestions, which has direct guiding significance for the development direction of enterprises and the actual marketing work. Second, it is beneficial for LL liquor to better understand consumer demand, take corresponding measures to enhance consumer purchasing behavior and cultivate customer stickiness, improve the competitiveness of LL liquor in the market, and thus improve the brand influence of LL small bottle wine.



CHAPTER 2: LITERATURE REVIEW

2.1 Research status abroad

In terms of the influencing factors of white wine consumption, price is one of the important factors, but for different types of liquor, the degree of influence is different. Foreign scholars also pay attention to the impact of price on liquor purchase behavior. Preety Ramful (2006) believes that the price elasticity of Australian consumers to buy beer, white wine and red wine is negatively correlated, but the impact of price changes on the purchase of different wines is different; Ana Isabel Gil (2006) analyzed the consumption demand of young Spanish consumers for alcoholic beverages, obtained the research results similar to those of Preety Ramful, and found that increasing the tax rate of alcoholic beverages and thus increasing the price of alcoholic beverages can effectively reduce the consumption of alcoholic beverages by young people. The research of Michael Thomas French et al. (2006) also proved that when the price of Finnish malt, beer, spirits or other alcoholic drinks rises by 10%, the corresponding consumption will decrease, but the degree of reduction is different. The impact of price changes on the same kind of alcohol will also vary with the degree of consumer concern. Chaney (2016) believed that price and consumption environment were important factors affecting consumers' purchase of wine.

In terms of product factors, Jaeger et al. (2009) study found that consumers with deeper product involvement and purchase involvement are often more willing to know the relevant information of wine origin. Schäuferle et al. (2018), when studying the consumption of organic wine in Germany, believed that health, environment and quality benefits were most often used as the driving factors of purchase decisions. Rowland Bosco C (2017) took Australian consumers as the research object and believed that young

consumers' purchase of alcohol was mainly affected by the density and type of alcohol outlets.

In terms of the impact of marketing on consumers' purchase of white wine, Moulton (2017) used successful white wine marketing cases to explain the strategy and principles of white wine marketing, and believed that successful marketing needs to develop marketing strategies through category management, design and positioning to attract consumers. Olsen (2016) studied the relationship between wine distributors and wineries in the United States, and believed that the effective operation of distributors would contribute to the overall marketing effect of wine, thus affecting the purchase behavior of consumers. Spence and Charles (2019) believed that wine marketing needs to master the multi-sensory wave of the current era, that is, to adopt experiential marketing methods, so that consumers can feel it personally, thus triggering consumer demand for purchase.

Due to the tradition and regionalism of Chinese white wine, there are few foreign articles that specifically study the factors affecting Baijiu consumption behavior.

2.2 Domestic research status

2.2.1 Individual factors of consumers

In terms of individual factors of consumers, domestic scholars have carried out research on the key factors affecting white wine consumption, such as age, income level, gender and values. Li Jiannan and Shao Jin (2019) also believe that young people will become the main body of the new generation of white wine consumption, and their consumption behavior is characterized by group, conformity and timeliness. Zhang Ying (2012) believes that the income level will have an impact on white wine consumption choices, and consumers with higher

income levels pay more attention to factors such as brand and reputation; The factors that consumers with lower income level pay more attention to are taste, price and trend. Li Yan (2014) found that white wine consumption behavior was affected by consumer group characteristics (gender, age), emotion, culture and policies in the process of analyzing white wine consumption behavior characteristics.

2.2.2 Social environmental factors

In recent years, domestic scholars have carried out a lot of research on the impact of social environment on purchasing behavior and its influencing factors from different perspectives. First of all, in terms of enterprise marketing, Wang Lu (2019) proposed the key and urgency of the omni channel marketing model in liquor enterprises, and pointed out the drawbacks of the traditional marketing model of liquor enterprises, to create a big data platform focusing on information interaction, and finally to achieve an omni channel marketing model with consumers as the core. Yu Xianmei and Bi Jinjie (2018) also believe that in the process of formulating marketing strategies, liquor enterprises need to accurately position the target group, accurately grasp the emotional needs, preferences and psychology of the target group, and achieve common understanding with the target group by giving emotion to the product, so as to enhance the stickiness between liquor enterprises and the target group through emotional marketing.

2.2.3 Product factors

For the product itself, Baijiu is a relatively unique commodity. The difference between white wine and other products is that liquor brand has more health attributes and cultural attributes. Shi Qinghui and Zhang Guihua (2007) believed that the product value of white

wine consumption behavior was mainly manifested in three aspects: artistic function, social function and cultural function, and most consumers' purchase of white wine was mainly to meet psychological needs rather than physiological needs. The alcohol degree contained in white wine's own properties will stimulate the human body and make people feel happy physically and mentally. Medical research has also proved that long-term drinking will make the body dependent on alcohol.

In terms of influencing factors of product brand image on consumers' purchase, Liu Yangzhou (2011) found that white wine product image and corporate image have a significant impact on consumers' purchase behavior through empirical analysis of data, while the image of origin has no significant impact on consumers' purchase behavior of white wine, which means that consumers do not fully follow their positioning when purchasing white wine. The purchase decision is based on the grade, but more attention is paid to the reputation of the enterprise and the cost performance of the product. Tang Chenglin (2016) believed that product image, country of origin image and brand personality can directly generate customer value in the study of Sichuan wine brand image and consumer purchase behavior. Liu Yuanhang (2014) believes that the brand image construction and channel construction of white wine enterprises are very important, which is related to the focus on product production and development. White wine enterprises need to strengthen research in many aspects, observe the construction of marketing channels from multiple perspectives, and explore the current management situation.

2.3 Literature review

Based on the above literature, at present, scholars at home and abroad have made fruitful research results on the factors affecting the purchase of alcohol. Scholars have

conducted comprehensive research on the factors affecting the purchase behavior of alcohol drinks in terms of white wine consumers' individual characteristics, product factors, social environment factors, etc. The above research results provide the research basis for this paper, and also bring inspiration to this study. From the perspective of research objects, when scholars take alcohol consumption behavior as the research object, they mostly take white wine in the broad sense as the research object, and rarely study the further segmentation of white wine market. Some scholars also focus on high-end white wine market segmentation research, and few research on other prices or single brands.

With the development of the times, the main customer of white wine consumption is changing. Modern consumers have a unique lifestyle and value orientation, and pay more attention to consumption experience and personalized needs. Therefore, it is of great significance to study the factors influencing the purchase behavior of different white wine types in the white wine market segment, especially innovative small bottles of white wine, which can help some innovative white wine enterprises develop better, Improve the market competitiveness of products.

2.4 LL liquor industry small bottle White Wine Market Status

2.4.1 LL liquor profile

Yibin Lianglu Liquor Co., Ltd (Hereinafter referred to as LL liquor) was officially established on June 27, 2017. The company is located in Yibin, the wine capital of Sichuan Province, in the core production area of the Golden Triangle of Chinese white wine, in the best brewing latitude belt of 28 ° 83 'north latitude and 104 ° 33' east longitude. The company adopts the production mode of mainly cool run liqueur, supplemented by Luzhou flavor Baijiu. There are 232 cellars with an annual output of more than 2000 tons of raw

wine. There are 40 traditional cellars. After 120 new cellars are planned, the annual output can increase by 400 tons of raw wine. The main products are cool and moist dew wine produced by the "precise fermentation and distillation" brewing technology. At present, the company's unique precision fermentation technology has successfully applied for 6 national patents. The application of the above proprietary technologies has greatly improved the controllability of the brewing process, effectively reduced the impurity and odor components while better retaining the beneficial flavor components in the wine, and made the wine more pure.

2.4.2 LL Small Liquor Market Development Status

(1) LL liquor product introduction

LL small bottle wine was officially unveiled at the 98th National Sugar and Wine Fair held in Chengdu, Sichuan Province in March 2018. LL wine is brewed from grains, plants and flowers and fruits by using the unique technology of "accurate fermentation and distillation of TREE NATURAL". The product is flower and fruit aroma, cool and moist wine. At present, there are two different products of 52 degree and 31 degree, which have three different tastes, namely, slightly cool, moderately cool and extremely cool. The round glass bottle packaging with unconventional flat design is uniformly adopted, with a capacity of 125ml. The information label of the product is white characters on a red background, and the wavy edge is used, which is consistent with the overall style of the bottle body. LL small bottle wine is the first innovative Baijiu specially developed and customized for people who eat spicy food. The wine contains cool and moist substances produced in the process of precise fermentation. The wine has unique body design and novel taste, which solves the problems of consumers who eat spicy food such as dry mouth,

burning stomach and diarrhea. At the same time, the product has clear uniqueness and innovation, which is in line with the trend of the prevalence of hot food culture in the world and has great development prospects.

(2) LL liquor market status

When LL small bottle wine was just launched into the market, it mainly took Chengdu as a model market test, and the market sales situation was optimistic. In the ready-to-drink market, it has deep cooperation with the mainstream hot pot brand chain stores, and its sales performance is relatively excellent. In the promotional activities of more than 300 cendu stores, the sales volume of LL small bottle wine accounted for more than half of all small bottle wine categories, and the repeat purchase rate exceeded 20%. The consumer group was mainly young people with consumption ability. In the non-ready-to-drink market, it has established cooperative relations with 27 large supermarkets and chain supermarkets, such as Ito Yokado, Hema Xiansheng, Hongqi Chain, 711 Chain, WOWOWO Chain and Wangfujing. In addition, in terms of e-commerce, many online shopping platforms have been settled, such as JD.com flagship store, Tmall flagship store, Suning Tesco, 1919, Amazon, and WeChat.

At present, LL small bottle wine has settled in supermarkets, convenience stores and most restaurants in nearly 10 cities or regions across the country. According to the understanding of the Chengdu market, LL small bottle wine is currently fully displayed online and offline. It can be seen in WOWO, Family, Yonghui and other chain supermarkets in Chengdu, and some catering terminals such as barbecue and night snack also have stores. On the mainstream e-commerce platforms JD.com and Tmall, LL small bottle wine also has outstanding performance. According to the data of Tmall flagship store, the sales evaluation of a 45-degree 125ml product is 30000 bottles, and the monthly sales volume is 60000 bottles; The sales evaluation of 52-degree 125ml products is 40000 bottles, and the

monthly sales volume is 15000 bottles The average sales evaluation of each type in JD flagship store LL remained above 12000 bottles.

(3) LL small bottle wine marketing environment analysis

It is with limitations for consumer groups. The target consumer group of LL small bottle wine is mainly young people who love drinking. The target consumer group is relatively small, and it is unable to attract most white wine consumers; At the same time, LL small bottle wine is a new type of Chinese white wine, which is not the mainstream Chinese white wine in the traditional sense. Compared with the traditional Chinese white wine industry, it lacks cultural heritage and can not make consumers change their buying habits in the short term. It is also difficult to be favored by senior wine lovers. In addition, as far as the whole Chinese white wine market is concerned, the vast majority of consumers rely on Luzhou flavor Chinese white wine or Maotai flavor Chinese white wine. Whether the cool run Chinese white wine developed by LL Liquor can be accepted by the market remains not sure.

The product price is high. Compared with competitors in the same industry, the price of the same type of wine is nearly 30% higher, and consumers are willing to choose more affordable products under the same conditions, which is not competitive.

Competition among peers is fierce. In the small bottle white wine market segment, Xiaolang Liquor has become a major product in the small liquor market relying on its own strong brand influence and good taste of the product itself. In addition, Jiangxiaobai, as the representative of Youth white wine, has won a good reputation among young people with its unique and simple packaging and unique marketing methods, and is also the largest competitor of LL Liquor in the same industry.

It is with high substitutability. It mainly comes from the competitors of substitutes.

The public talks about the drinks that can be drunk when eating spicy food. Beer, as a kind of wine, has formed a greater competition with LL small wine in the hot pot restaurant, the food stall and other "spicy" restaurants. In addition, consumers choose cola, herbal tea and other drinks more directly for health reasons.

2.5 Theoretical basis

2.5.1 Purchase behavior mode

Because the level of consumer behavior is relatively broad and complex, and cannot be presented in a single theoretical model, scholars have realized the difficulties of consumer behavior research. Since the end of the 20th century, scholars have abandoned building a single theoretical model to study the behavior of consumers in all aspects, but adopted a comprehensive model to carry out research. Scholars have done a lot of research on consumer behavior patterns. There are two major influential and comprehensive purchase behavior patterns.

(1) Nicosia model

The Nicosia model was first proposed by F. Nicosia in 1996. The model consists of four areas. The first field refers to advertising information, which is specifically reflected in the fact that enterprises convey relevant product information to consumers through advertising and other means, and consumers will filter out the products they need and the products they don't need after processing this information; The second area is investigation and evaluation; It means that consumers will consider whether this product is necessary for themselves or can be replaced by other substitutes, and form corresponding purchase motivation; The third area is the purchase action, that is, if the consumer believes that the product is necessary under the trend of some purchase motivation, the consumer will

purchase, otherwise the consumer will refuse to buy; The fourth field is feedback, which shows that the consumers who choose to buy the product will make corresponding evaluation on the performance of the product after consuming it, which will affect the next purchase.

(2) Engel model (EKB model)

Engel model, also known as EKB model, was proposed by three famous professors and scholars from Ohio State University in 1978 in the book "Consumer Behavior". The key point of Engel's model is that it is based on the process of consumer purchase decision-making, and takes it as the starting point for studying consumer behavior. Engel's model consists of four parts: first, the initial processing and processing of information; The second is the process of consumer's inner change, which can also be called "central control system"; The third is the purchase decision process; Fourth, external environmental factors. The model regards the consumer's brain as an information processor, and believes that the external information, under the influence and stimulation of various factors, is led into the "central control system", which continuously processes the cognition and memory generated by the human brain and the thought, personality needs and experience originally stored by the brain, forming the information processing process of consumer behavior, during which the consumer's brain will continue to carry out evaluation and decision-making.

2.5.2 Influencing factors of purchase behavior

Famous scholars have carried out a large number of theoretical studies on the influencing factors of purchase behavior. The theories of foreign scholars on the influencing factors of purchase behavior are mainly as follows.

(1) Lewin behavior model

Kurt Lewin, a famous American social psychologist, put forward the "Lewin behavior model" in 1988. This model shows the general rules of human behavior to a certain extent, and makes the most basic induction and division of various factors that affect behavior. Its conclusions are highly general and universally applicable. This behavior pattern shows that human behavior mode and intensity are mainly affected and limited by personal factors and external environmental factors. Among them, personal factors include consumer psychological factors and physiological factors, mainly including consumer's own ability, physiological characteristics, needs, attitudes, etc; External environmental factors mainly include social environment, natural environment, etc.

(2) Three factors theory

Thunder (2001) put forward the theory of three factors. On the basis of the internal factors and external factors of consumers, marketing factors are considered as another important factor affecting consumers' purchase behavior. That is to say, the "three factors theory" divides the factors affecting consumers' behavior into three parts: external factors, internal factors of consumers and marketing factors, as shown in Figure 2-1.

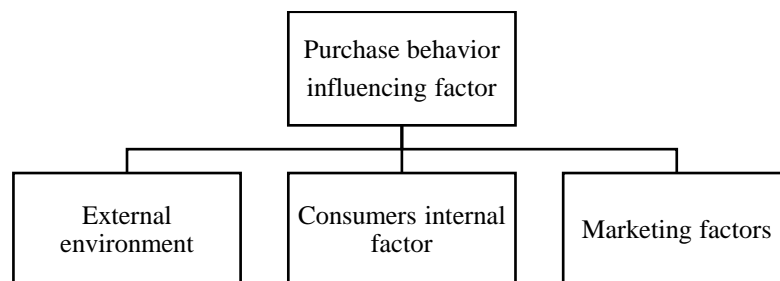


Figure 2-1 "Three factors theory" of consumer purchase behavior

(3) Four-level theory

Kotler put forward the "four-level theory" in 2003. He explored the influencing factors of consumer behavior from four aspects: society, culture, individual and psychology. Among them, social factors refer to consumers' families and surrounding reference groups, cultural factors include mainstream culture, subculture and social class culture, personal factors refer to consumers' own occupation, lifestyle, age, etc., and psychological factors refer to consumers' perceptions, beliefs, attitudes, etc., as shown in Figure 2-2.

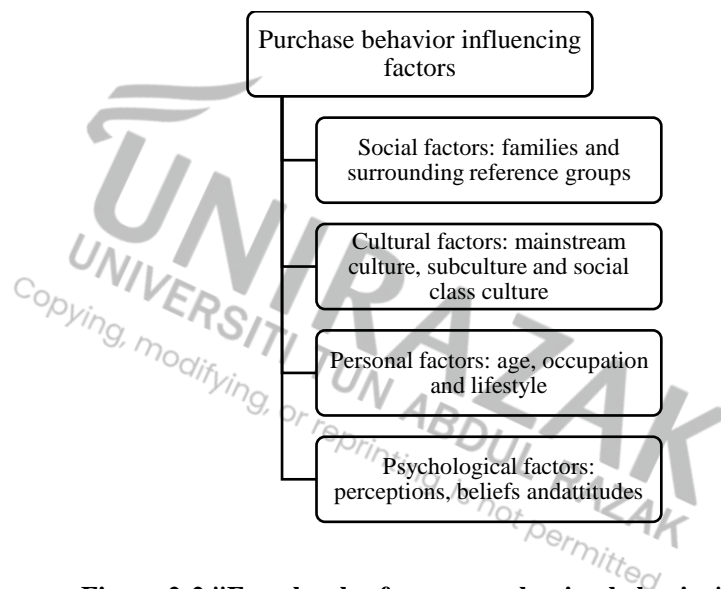


Figure 2-2 "Four levels of consumer buying behavior"

Based on the Lewin's behavior model, the three factors theory and the four level theory of influencing factors of consumer behavior, combined with the relevant research of scholars at home and abroad, this paper divides the influencing factors of white wine purchase behavior into: personal characteristics, including age, gender, occupation, family income and education; Product characteristic factors, including quality, brand, price, packaging, etc; Subjective cognitive factors, including consumer attention and consumer satisfaction; Consumption environment factors, including advertising, promotion and other enterprise marketing, consumption places, reference groups, etc.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research content and technical route

3.1.1 Research content

Based on the summary of the literature on the research status of the factors influencing the purchase behavior of liquor in China and abroad, this paper takes LL liquor as the main research object, combines the theoretical basis, and designs a questionnaire on the basis of analyzing the current situation of its marketing environment.

Collect data using the method of questionnaire, and conduct empirical analysis through descriptive analysis, analysis of variance and other methods to explore the main factors that affect consumers' purchase of LL small bottle wine, and then put forward marketing suggestions based on the actual situation. The full text is divided into six parts.

The first part is the introduction. It mainly includes the research background, the purpose and significance of the research,

The second part is literature review. It mainly includes the research status at home and abroad, and so on, laying the groundwork for the follow-up writing of this article and the theoretical basis of the existing research on the purchase behavior model, the influencing factors of purchase behavior.

The third part is methodology. It mainly includes research content, technical route and research method and analytical framework and research hypothesis of purchase behavior influencing factors.

The fourth part is result which is to design the questionnaire and put it into use. According to the relevant data in the collected questionnaire, a variety of analysis methods are used to reach the research conclusion.

The fifth part summarizes the research conclusions of the statistical analysis, and puts forward specific countermeasures and suggestions based on the analysis results.

3.1.2 Research technical route

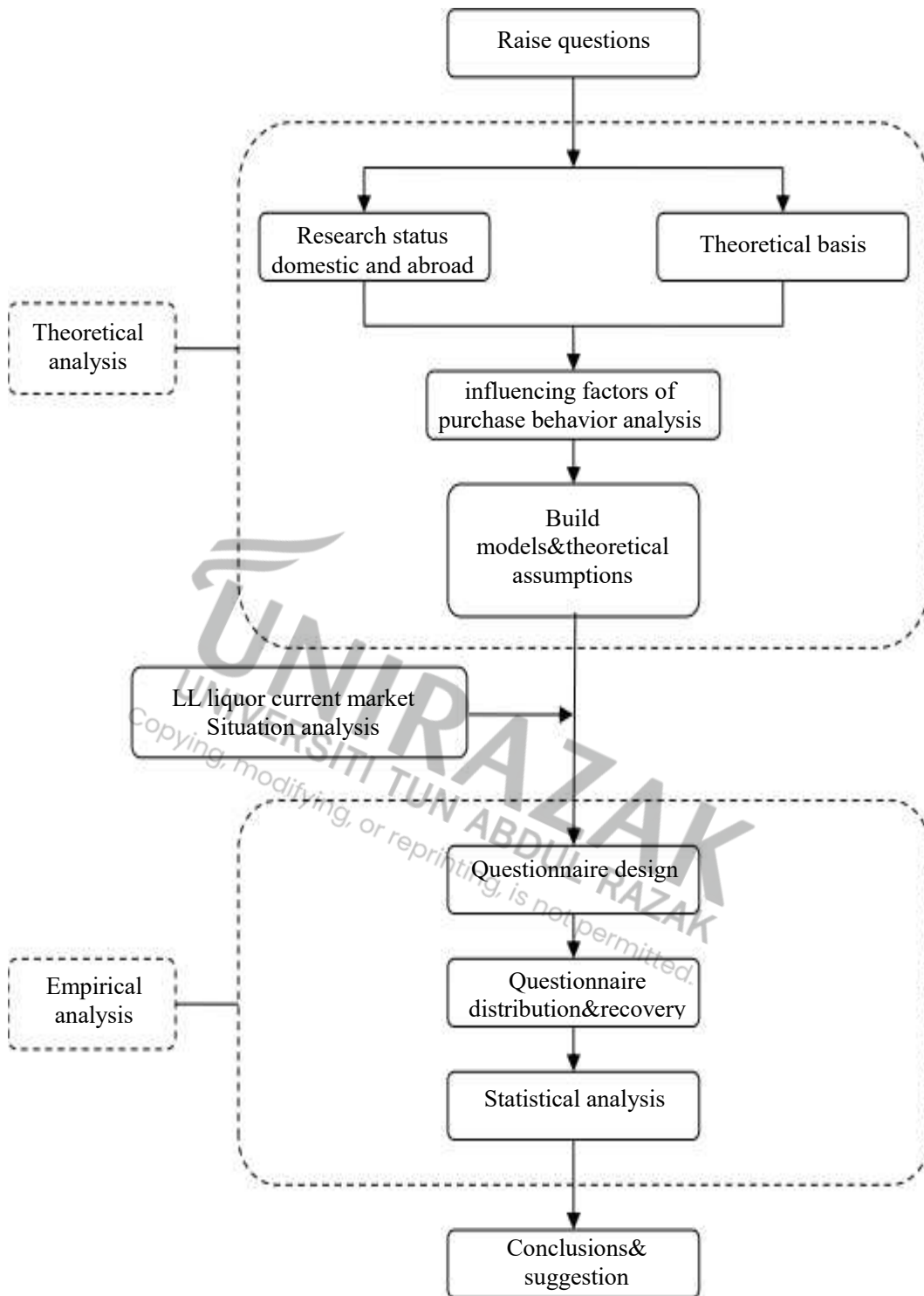


Figure 3-1 Technical route

3.2 Research method

3.2.1 Literature research method

A large number of domestic and foreign literature on white wine purchase behavior and influencing factors were reviewed and summarized, and valuable research achievements of other scholars were fully absorbed. Aiming at the purpose and direction of this research, a research framework was established to lay a solid foundation for the writing of this paper.

3.2.2 Questionnaire method

Through the collation of domestic and foreign literature, combined with the research purpose and direction of this paper, the influencing factors of purchase behavior are summarized and sorted out. The questionnaire is initially designed, and then the content and form of some successful questionnaires are referenced. Finally, all the question options are designed as objective single choice questions. The questionnaire is distributed in the form of network to collect the survey data required for this study.

3.2.3 Empirical analysis method

This paper mainly uses statistical methods to process and analyze the data of the questionnaire, mainly using descriptive analysis, demographic characteristic variable difference analysis, variance analysis and other statistical analysis methods.

3.3 LL small bottle wine purchase behavior influencing factors analysis framework and research hypothesis

Combining the theoretical basis outlined above and the research basis of domestic and foreign experts and scholars on the influencing factors of wine purchase behavior, plus the analysis results of LL liquor products and market status, this section intends to build a research and analysis framework that affects LL small bottle wine purchase behavior, and carry out corresponding explanations for the built research framework, and finally summarize all the hypotheses to be verified in this empirical study.

3.3.1 Analytical framework

From the relevant research at home and abroad, it can be seen that there are many factors that affect consumers' purchase of LL small wine. However, a large number of previous studies through induction and summary are often aimed at the impact of a certain factor on consumers' purchase behavior. Based on the summary of the previous research results of some scholars, this paper comprehensively considers the impact of various factors on consumers' purchase behavior of LL small bottle wine, and integrates the theoretical basis of the Lewins behavior model, the three-factor theory and the four-level theory of influencing factors of consumers' purchase behavior mentioned in Chapter 2, as well as the characteristic factors of LL small bottle wine analyzed in Chapter 3, In this paper, the influencing factors of white wine purchase behavior are divided into: personal characteristics factors, mainly including consumers' gender, occupation, age, education level and family income; Product characteristics, including product quality, brand, packaging, price, etc; Subjective cognitive factors, this paper investigates from two indicators of consumer concern and consumer satisfaction; Consumption environment

factors, including advertising, promotion and other corporate behavior, social environment, reference groups, etc. The analysis framework is shown in Figure 4-1:

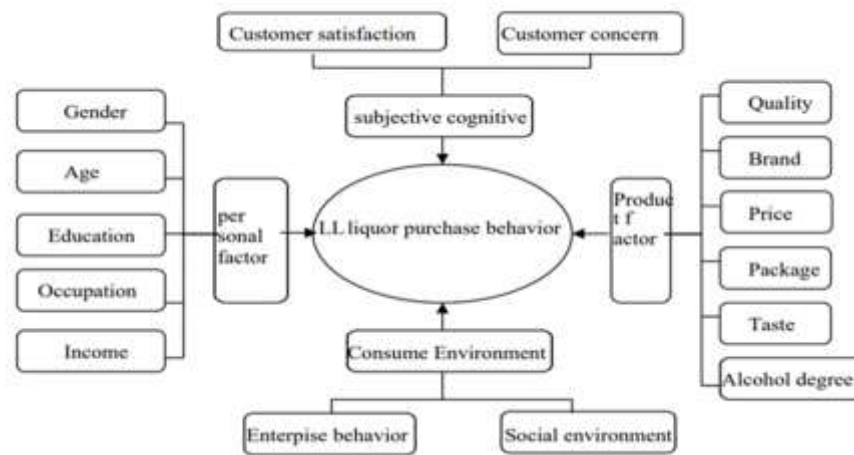


Figure 3-2: analysis framework

3.3.2 Research hypothesis

Based on the research on factors influencing consumers' purchase behavior of white wine, the author believes that factors such as personal characteristics, product characteristics, subjective cognition and consumption environment have a greater impact on consumers' purchase behavior. The above four factors will have a significant impact on LL small bottle wine purchase behavior. The specific research hypothesis are summarized as follows.

(1) Personal Characteristics

Consumers' own age, gender, family income, occupation and cultural level will have a certain impact on their purchasing habits and preferences to a certain extent. Different consumers have different personalities, and the choice of goods is a reflection of their own personality. In addition, consumers of different ages, occupations and incomes have different behaviors in choosing Baijiu, and their requirements for price and brand are also

different. Therefore, based on the research achievements and practical investigations of other scholars, the following research assumptions about personal characteristics are made.

Hypothesis 1 (H1): The gender of consumers has a significant impact on LL small bottle wine purchase behavior.

Hypothesis 2 (H2): The age of consumers has a significant impact on LL small bottle wine purchase behavior.

Hypothesis 3 (H3): The cultural level of consumers has a significant impact on LL small bottle wine purchase behavior.

Hypothesis 4 (H4): The occupation of consumers has a significant impact on LL small bottle wine purchase behavior.

Hypothesis 5 (H5): The household income of consumers has a significant impact on LL small bottle wine purchase behavior.

(2) Product Characteristics

The main body that satisfies the consumer's utility is the product, so the product's own attributes can play a key role in the satisfaction of the consumer's desire. In this paper, the impact of the characteristics of LL small wine on consumers' purchase behavior is measured by quality, brand, price, packaging, taste and alcohol degree, and the following research assumptions are made.

Hypothesis 6 (H6): product characteristics have a significant impact on the purchase behavior of LL small bottle wine.

(3) Subjective cognitive factors

When consumers buy goods, the more they know about the goods, the more likely they are to buy them. Therefore, when consumers buy liquor, they often rely on the

information about liquor in their impression to judge whether to buy it. Therefore, an important indicator of subjective cognitive factors is consumer attention, so the research hypothesis is proposed.

Hypothesis 7 (H7): consumers' attention has a significant impact on LL small bottle wine purchase behavior.

In addition, consumer satisfaction is also one of the important factors that affect the purchase behavior. The degree of feeling of consumers after use will affect their purchase behavior. In addition to price and packaging, taste and flavor are also important components of white wine. Therefore, the research hypothesis is made.

Hypothesis 8 (H8): consumer satisfaction has a significant impact on LL small bottle wine purchase behavior.

(4) Consumption environment factors

The consumption environment is closely related to consumers' purchase behavior, and the consumption environment consists of many parts, including enterprise marketing, consumption places, surrounding groups, etc. Among them, corporate organizational behavior is an important factor that affects consumers' purchase behavior, and corporate behavior is mostly reflected in three aspects: first, advertising, second, promotional activities; The third is to provide customers with consumption places. In addition, the essence of promotional activities is to grasp the psychology of consumers, thus triggering purchase behavior. In addition, the convenience and rapidity of shopping will also stimulate consumers to make purchases. Therefore, the following hypothesis are made.

Hypothesis 9 (H9): Enterprise behavior has a significant impact on LL small bottle wine purchase behavior.

At the same time, the impact of social environment is an important factor to be considered for white wine. Firstly, the impact of surrounding reference groups. Secondly, traditional culture has a greater impact on consumer purchase behavior in China. As a unique drink in China, white wine should include cultural value into social environment factors. Therefore, the following research hypothesis are proposed.

Hypothesis 10 (H10): social environment has a significant impact on LL small bottle wine purchase behavior.



CHAPTER 4: RESULTS AND DISCUSSION

4.1 LL small bottle wine purchase behavior influencing factors

empirical analysis

4.1.1 Questionnaire design and distribution

(1) Variable selection and design

According to the analysis framework and theoretical assumptions established in the previous article, this article contains 11 variables, including 1 dependent variable consumer purchasing behavior (Y), and 10 independent variables, respectively: consumer gender (X1), consumer age (X2), consumer culture level (X3), consumer occupation (X4), average monthly income (X5), product characteristics (X6), and consumer satisfaction (X7), Consumer attention (X8), corporate behavior (X9), social environment (X10).

The first part of the questionnaire is designed as basic personal information "demographic characteristics". In general survey and research, "demographic characteristics" include age, gender, education level, occupation, nationality, income level, geographical location, etc. According to the characteristics of LL small bottle wine, this paper mainly selects five characteristic factors including gender, age, education level, average monthly income and occupation to investigate the basic personal information of LL small bottle wine consumers. Table 4-1 shows the design of subjects' basic personal information.

Table 4-1 Basic personal information questionnaire

Independent variables	Subject
Personal basic information	Your gender
	Your age
	Your education level
	Your occupation
	Your average monthly income

The second part of the questionnaire is designed to investigate the basic situation of consumer buying behavior. After research and analysis, this paper designed LL small wine purchase behavior into four items: purchase frequency, proportion of purchase, monthly cost of purchase, and purchase choice. The topic design is shown in Table 4-2.

Table 4-2 purchase behavior questionnaire

Independent variables	Subject
Purchase behavior	How often do you buy LL small bottle wine?
	What is the proportion of LL small bottle wine you purchased in white wine?
	How much do you spend on LL small bottle wine every month?
	Will you consider LL liquor firstly when you purchase small bottle wine?

The third part is the investigation of the influencing factors of LL small bottle wine purchase behavior, which is divided into three questionnaires. The first is the product characteristics questionnaire. When selecting product characteristic factors, this paper not only considers the basic factors such as quality, brand, price and packaging, but also adds the unique product characteristics of white wine, including taste and alcohol degree. The product characteristics questionnaire adopts the Likert Scale to investigate the product characteristics factors that consumers need to consider when purchasing LL liquor. Options 1 to 5 in turn represent completely unimportant, unimportant, somewhat important, important and very important. The topic design is shown in Table 4-3.

Table 4-3 Product characteristics questionnaire

Independent variables	Subject
Product characteristics	Do you consider the following factors when purchasing LL small bottle wine? Please indicate the importance of these factors to you: (quality, brand, price, packaging, taste, alcohol level)

The second is the subjective cognitive factor questionnaire, which mainly includes two aspects of consumer satisfaction and consumer concern, with a total of 6 items designed. Consumer satisfaction was investigated from four aspects: the price, taste, appearance packaging and flavor of LL small wine. From the introduction of LL small wine products, we can see that its positioning is the display of product characteristics, so this paper designs two topics for consumer attention mainly through the awareness of brand information and product positioning. The topic design is shown in Table 4-4.

Table 4-4 Subjective cognitive factor questionnaire

Independent variables	Subject
Purchase behavior	Are you satisfied with the taste of LL small bottle wine?
	Are you satisfied with the price of LL small bottle wine?
	Are you satisfied with the appearance and packaging of LL small bottle wine?
	Are you satisfied with the flavor of LL small wine (cool and moist)?
Consumer satisfaction	Do you usually pay attention to the brand information of LL small bottle wine?
	Do you know the positioning of LL small bottle wine (wine for eating spicy)?

The third is the questionnaire of consumption environmental factors, which mainly includes two aspects of enterprise behavior and social environment. The enterprise behavior mainly selects three questions as the important behavioral factors: the common marketing means of enterprises, advertising, promotional activities and the impact of purchasing convenience on purchase; According to the cultural characteristics of white wine, the social environment has designed three questions: recommendation from friends and relatives, celebrity endorsement, and the impact of cultural value on purchase. The topic design is shown in Table 4-5.

Table 4-5 Consumption environmental factors questionnaire

Independent variables	Subject
Enterprises activities	The impact of product advertising on your purchase of LL small bottle wine.
	The impact of product promotion on your purchase of LL small bottle wine.
	The impact of purchasing convenience on your purchase of LL small bottle wine.
	The impact of family and friends' recommendations on your purchase of LL small bottle wine.
Social environment	Influence of celebrity endorsement on your purchase of LL small bottle wine.
	The impact of cultural values on your purchase of LL small bottle wine.

(2) Questionnaire distribution

During the period from December 2022 to January 2023, the author mainly distributed this questionnaire by means of network survey. A total of 365 questionnaires were collected through the "WJX.CN" data platform. After the questionnaire was collected, the author checked and analyzed the validity and completeness of the questionnaire, deleted 7 invalid questionnaires, and finally sorted out a total of 358 valid questionnaires, with an effective rate of 98%.

4.1.2 Sample descriptive analysis

(1) Respondents individual characteristics analysis

a) Gender

According to the results of this survey, the number of male consumers is 265, accounting for 74%; while there are 93 female consumers, accounting for 26%. This group of data just shows the reason that the traditional and special nature of white wine, male consumers are the dominant consumers in the purchase of white wine products, while female consumers account for a small proportion in the number of white wine buyers. It is also known in our daily life that female consumers buy white wine mostly for family or friend gatherings, and drink less by themselves.

b) Age

In the statistical results of the survey data, the age data of consumers showed that consumers under the age of 22 were the least, with 34 people, accounting for only 9.5%; The number of consumers aged 31 to 40 is the largest, with 154 people, accounting for 43%; The number of consumers aged 23 to 30 was 64, accounting for 17.9%; 55 people

aged 41 to 50, accounting for 15.4%; The number of people over 51 years old was 51, accounting for 14.2%. It can be seen from the survey data that the age distribution of consumers is wide, involving each age stage, but it is mainly concentrated in young consumers aged 22-30 and 31-40. The proportion of consumers in these two age stages in the total sample is as high as 60.9%, which shows that LL small wine consumers tend to be younger. At the same time, it can also be seen that the proportion of consumers under the age of 22 is relatively small, which may be due to the fact that most of the consumers in this age group are college students or young people who have just entered the society, and they prefer beer when choosing drinks.

Table 4-6 Samples of age distribution

	Option	People number	percentage (%)	Cumulative percentage (%)
Age	22 years old below	34	9.50%	9.50%
	22-30 years old	64	17.90%	24.90%
	31-40 years old	154	43%	39.10%
	41-50 years old	55	15.4%	82.10%
	51 years old above	51	14.20%	100%

c) Education degree

According to the statistical results of this survey, the largest number of consumers with undergraduate degrees is 152, accounting for 42.5%; The number of consumers with graduate education is 93, accounting for 26%; 59 consumers with college degree, accounting for 16.5%; Consumers with high school education and below are the least, with 54 people, accounting for only 15.1%. Overall, the number of consumers with college

education or above accounted for 84.9%. It can be seen that this sample involves consumers with all levels of education, and most consumers of LL liquor are consumers with high education.

Table 4-7 Samples of education level distribution

	Option	People number	percentage (%)	Cumulative percentage (%)
Education level	High school	54	15.10%	15.10%
	College	59	16.50%	35.60%
	Undergraduate	152	42.50%	74.00%
	Graduate	93	26.00%	100%

d) Average monthly income

From previous studies, consumers' income will affect their consumption behavior of Baijiu. According to the analysis of the average monthly income of the respondents, it can be seen that the number of consumers with an average monthly income of less than RMB15000 months is 315, accounting for 87.2%, while the number of consumers with an average monthly income of more than RMB15000 is 46, accounting for only 12.8%. The number of consumers with an average monthly income of less than RMB15000 at each stage is relatively average, about 20%. In addition, according to the survey experience, income is relatively sensitive and private information. Some consumers are not willing to disclose their true income level when they are surveyed. Often, the survey results have a certain gap with the actual income level, and its true level will be relatively poor.

Table 4-8 Samples of average monthly income

	Option	People number	percentage (%)	Cumulative percentage (%)
Average monthly income	RMB3000 below	78	21.80%	21.80%
	RMB3000-5000	75	20.90%	42.70%
	RMB5000-8000	73	20.40%	63.10%
	RMB8000-15000	86	24.10%	87.20%
	RMB15000 above	46	12.80%	100%

e) Occupation

According to the occupations of the respondents, there are 278 professional consumers in three categories: employees of enterprises, employees of government agencies or institutions, doctors/teachers and scientific researchers, accounting for 72% of the total sample; The number of student consumers is only 27, accounting for 7.5%, which is basically consistent with the age factor analysis results in the sample, and also proves the rationality of the sample; The number of freelance consumers was 53, accounting for 14.8%.

Table 4-9 Samples of occupation distribution

	Option	People number	percentage (%)	Cumulative percentage (%)
Occupation	Students	27	7.50%	7.50%
	Enterprise employees	75	20.90%	28.50%
	government agency or institution employees	105	29.30%	57.80%
	Doctors, teachers and scientific researchers	98	27.40%	85.20%
	Freelancer	53	14.80%	100%

(2) Analysis of purchasing behavior results

Table 4-10 purchasing behavior results

	Option	People number	percentage (%)	Cumulative percentage (%)
Purchase frequency	Frequently	53	14.80%	14.80%
	Often	101	28.21%	43.02%
	Occasionally	105	29.33%	72.35%
	Few times	78	21.79%	94.13%
	Never bought	21	5.87%	100%
	Purchase proportion	80% above	38	10.61%
50% - 80%		108	30.17%	40.78%
20% - 50%		125	34.92%	75.70%
10% - 20%		64	17.88%	93.58%
10% below		23	6.42%	100%
Purchase Expense	More than RMB800	34	9.50%	9.50%
	RMB500-800	63	17.60%	27.10%
	RMB300-500	125	34.91%	62.01%
	RMB100-300	120	33.52%	95.53%
	Less than RMB100	16	4.47%	100%
Purchase option degree	Very agree	48	13.41%	13.41%
	Basically agree	96	26.82%	40.22%
	Not sure	135	37.71%	77.93%
	Not very agree	61	17.04%	94.97%
	Don't agree	18	5.03%	100%

It can be seen from Table 4-10 that 72.35% of the respondents bought regular, ordinary and occasional wine, indicating that the number of respondents who bought LL small bottle wine was relatively high. In addition, the number of LL small bottle wine buyers accounting for more than 50% of small bottles of white wine is 40.78%. When purchasing small bottles of white wine the number of LL small bottle wine buyers accounting for 40.22% of the total, which shows that consumers are not very loyal to the brand. The number of LL hops that cost more than 300 yuan per month accounts for 62.01% of the total number of samples.

(3) Analysis of product characteristic factors

In this paper, when investigating the factors considered by LL small wine in terms of product characteristics, a total of 6 factors were designed, including product brand, quality, price, packaging, taste, alcohol content, and set questions: Do you consider the following factors when purchasing LL? And point out the importance of these factors. According to the data summary results, it is shown in Table 4-11.

Table 4-11 LL small bottle wine purchase considerations importance summary

Products characteristic	Very important	Important	Some important	Unimportant	Completely unimportant	Average
Quality	124(34.64%)	119(33.24%)	58 (16.2%)	39 (10.89%)	18 (5.03%)	3.81
Brand	46(12.85%)	125(34.92%)	115(32.12%)	57(15.92%)	15(4.19%)	3.36
Price	49(13.69%)	111(34.01%)	127(35.47%)	60(16.76%)	11(3.07%)	3.37
Package	42(11.73%)	137(38.27%)	94(26.26%)	68 (18.99%)	17 (4.75%)	3.35
taste	128(34.92%)	140(38.27%)	60(18.43%)	25(7.00%)	5(1.40%)	4.01
Alcohol degree	17(4.75%)	65(18.16%)	136(38.27%)	97 (37.09%)	43(12.01%)	2.66
In total	357(18.90%)	697(32.45%)	590(27.47%)	346(16.11%)	109(5.07%)	3.43

In order to more intuitively see the impact of the purchase consideration factors, the values of each option in the table are 1 for completely unimportant, 2 for unimportant, 3 for some important, 4 for important, and 5 for very important. After statistical calculation of the data, we can see the gap between various factors in the product characteristic factors, as shown in Figure 4-1.

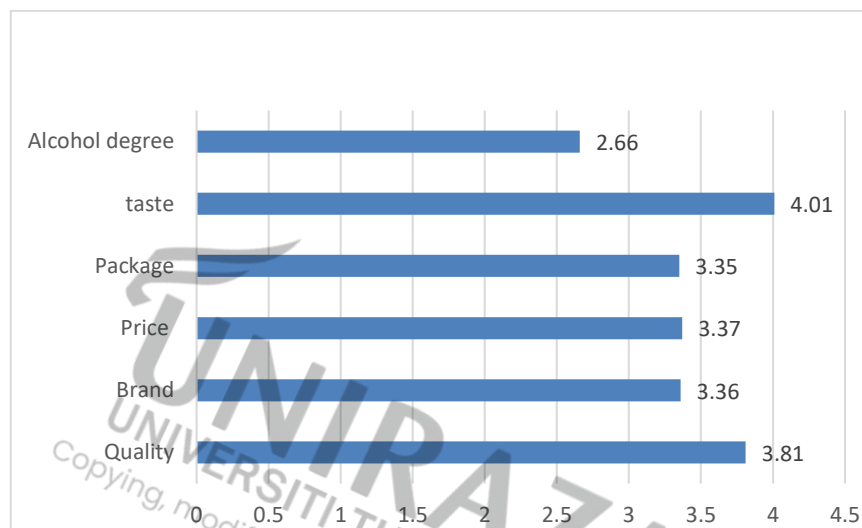


Figure 4-1 Average score of product characteristic factors

From the average score table of the six factors importance above, it can be seen that the average score of quality, brand, price, packaging and taste is more than 3 points, and the average score of taste is the highest, with an average score of more than 4 points. The average quality score is 3.81 points. However, the average score of price, packaging and brand is not much different, 3.37 points, 3.35 points and 3.36 points respectively. Among the above six factors, the lowest average score is 2.66 points of alcohol degree. We can see from the factors considered that consumers pay more attention to the taste of white wine. In the face of fierce market competition, the taste of white wine is the most important factor for consumers to consider for purchasing. Good products must have good quality to make

consumers more willing to purchase. Consumers may not pay special attention to the alcohol content of the product, and the impact on the purchase of white wine is minimal.

(4) Analysis of subjective cognitive factors

a) Consumer satisfaction

Consumer satisfaction is a key component of subjective cognitive factors. This survey divides consumer satisfaction into consumer satisfaction with taste, price, appearance and packaging, and flavor.

Table 4-12 Statistics of consumer satisfaction

	Option	People number	percentage (%)	Cumulative percentage (%)
Taste satisfaction	Very satisfied	80	22.35%	22.35%
	Satisfied	143	39.94%	62.29%
	Acceptable	62	17.32%	79.61%
	Unsatisfied	58	16.20%	95.81%
	Very unsatisfied	15	4.19%	100%
	Sales price satisfaction	Very satisfied	14	3.91%
Satisfied		72	20.11%	24.02%
Acceptable		101	28.21%	52.23%
Unsatisfied		77	21.51%	73.74%
Very unsatisfied		94	26.26%	100%
Package outlook	Very satisfied	88	24.58%	24.58%
	Satisfied	142	39.66%	64.24%

satisfaction	Acceptable	78	21.79%	86.03%
	Unsatisfied	40	11.17%	97.20%
	Very unsatisfied	10	2.80%	100%
Flavor satisfaction	Very agree	78	21.79%	21.79%
	Basically agree	124	34.64%	56.43%
	Not sure	96	26.82%	83.25%
	Not very agree	47	13.13%	96.38%
	Don't agree	13	3.62%	100%

According to Table 4-12, consumers are satisfied with the taste of LL small bottle wine, and the acceptable proportion is 79.61%. It indicates that the taste of LL small bottle wine presented by its unique distillation technology is recognized by most consumers. Because the taste varies from person to person, more or less consumers will be dissatisfied. According to the statistical results, the proportion of consumers' dissatisfaction and very dissatisfaction with the taste is 16.2% and 4.19% respectively, which may be due to some consumers' inability to adapt to the cool and moist substances added to LL small bottle wine. Generally speaking, the price of LL small bottle wine is within the acceptable range, accounting for 52.23%. The proportion of dissatisfied and very dissatisfied consumers reached 21.51% and 26.26% respectively, which may be due to the complex brewing technology of LL small bottle wine, the high R&D cost, and the high product price compared with other small bottle wine. The statistical results of consumers' satisfaction with the appearance packaging showed that consumers' satisfaction with the appearance packaging of LL small bottle wine was very high, accounting for 86.03%. LL small small

bottle wine is a new type of white wine, with unique and novel appearance, which can catch the eye of consumers, and the small glass bottle can be used as home furnishings. From the statistical results of product packaging satisfaction, the outer packaging of the product has basically been recognized by consumers and left a good impression in the eyes of consumers. From the statistical results of fragrance satisfaction, it can be seen that the fragrance of the product is recognized by most consumers. Consumers are satisfied with the flavor of LL small bottle wine, accounting for 83.25%. LL Liquor Industry's original "cool and moist type" white wine contains cool and moist substances produced by precise fermentation. The liquor design is unique, and modern consumers are willing to try new things.

b) Consumer attention

This paper investigates the consumer's attention from two aspects. On the one hand, it refers to the attention of brand information, and on the other hand, it refers to the understanding of LL small wine positioning.

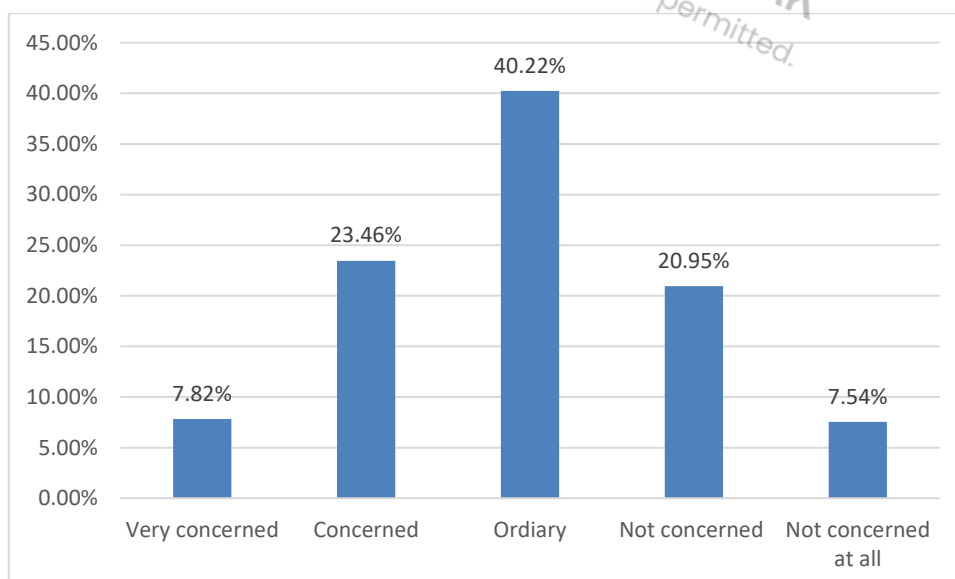


Figure 4-2 Brand information attention

Figure 4-2 shows the statistical results of brand information attention. It can be seen that consumers pay little attention to the information related to the LL liquor brand in their daily life, with only 7.82% and 23.46% being very concerned and relatively concerned, that is to say, only 31.28% of consumers pay more attention to the information related to the brand.

According to the statistical results in Figure 4-3, consumers also have a relatively low understanding of LL small bottle wine positioning (wine for eating spicy), and the proportion of people who is familiar and know very well only accounts for 27.93%. That is to say, LL small bottle wine positioning is not known by most consumers, which may be related to the information that consumers do not pay much attention to LL small bottle wine.

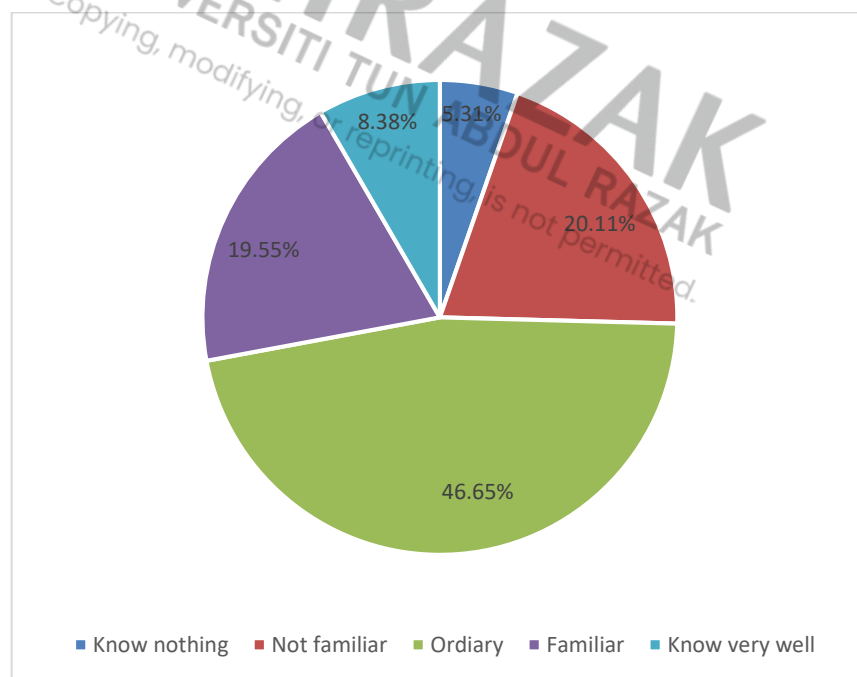


Figure 4-3 Positioning understanding

(5) Analysis of consumption environment factors

In order to more intuitively see the impact of consumption environmental factors, the values of each option in the table are taken, the very small value is 1, the small value is 2, the general value is 3, the large value is 4, and the very large value is 5.

a) Enterprise behavior

It can be seen from Table 5-13 that the score distribution of each measurement item in enterprise behavior is relatively wide. The average degree of influence of enterprise behavior on the purchase of LL small bottle wine is 3.09, and the average value of product advertising, product promotion and purchase convenience is more than 3.00, of which the product promotion has the greatest impact, with an average value of 3.14; The second is product advertising, with an average of 3.12; Finally, for the convenience of purchase, the average value is 3.02.

Table 4-13 The enterprise behavior influence on the purchase of LL small bottle wine statistical analysis

Enterprise behavior	Significant	Large	Ordinary	Little	Minimal	Average
Product advertisement	47 (13.13%)	95 (26.54%)	111(31.01%)	64(17.88%)	41 (11.45%)	3.12
Product Promotion	59(16.48%)	87(24.30%)	100(27.93%)	69(19.27%)	43(12.01%)	3.14
Purchase convenience	47(13.13%)	70(19.55%)	128(35.75%)	68(18.99%)	45(12.57%)	3.02
In total	153(14.25%)	252(23.46%)	339(31.56%)	201(18.72%)	129(12.01%)	3.09

b) Social environment

From Table 4-14, it can be found that the average degree of influence of social environment on the purchase of LL small bottle wine is 3.11, and the average value of each single item is: family and friends recommendation>celebrity endorsement>cultural value, which indicates that the influence of family and friends recommendation on the purchase of LL small bottle wine is relatively high, while the average value of cultural value is 2.99, which indicates that the influence of cultural value on the purchase of new small wine is relatively low.

Table 4-14 the social environment influence on the purchase of LL small bottle wine statistical analysis

Social environment	Significant	Large	Ordinary	Little	Minimal	Average
Family and friends recommendation	46(12.85%)	80(22.35%)	154(43.02%)	66(18.44%)	12(3.35%)	3.23
Celebrity endorsement	23(6.42%)	83(23.18%)	174(48.60%)	69(19.27%)	9(2.51%)	3.11
cultural value	44(12.29%)	75(20.95%)	112(31.28%)	88(24.58%)	39(10.89%)	2.99
In total	108(10.01%)	238(22.16%)	440(40.97%)	223(20.76%)	65(6.05%)	3.11

4.1.3 The demographic characteristic variables difference analysis

Variance analysis is used to analyze the difference between categorical data and quantitative data. For the five relatively independent demographic characteristics of age, sex, occupation, income, and education level, this paper will use the method of variance analysis to analyze the difference. The homogeneity of variance must be tested before the analysis of variance. In theory, the homogeneity of variance test of data does not show obvious significance before the analysis of variance can be used. The homogeneity test of variance is used to judge whether the data fluctuation in different groups is consistent, and it is inferred by the sig value (P value). If the sig value (P value) is less than 0.05, it is considered to be significant, which means that the data of different groups fluctuate differently and the variance is considered to be uneven; On the contrary, sig value (P value) is greater than 0.05, that is, there is no significant difference, which means that the homogeneity of variance is met, and the analysis of variance can be used. In the analysis of variance, when the P value in the analysis of variance results is less than 0.05, it means that there is a significant difference between the mutual data, indicating that the independent variable has a significant impact on the dependent variable.

(1) Analysis of variance between gender and purchase behavior

The sample data passed the variance homogeneity test (sig value is 0.302, greater than 0.05), indicating that the data results passed the test and met the variance homogeneity. The results of variance analysis are shown in Table 4-15.

Table 4-15 Analysis of variance between gender and purchase behavior

Variable	Male	Female	F Value	P Value
	Average			
Purchase behavior	3.53	2.99	1.312	0.039

By comparing the average scores of the above two variables, it can be seen that there is a significant gap between men and women in the consumption of LL liquor. In addition, the significance of ANOVA between gender and purchase behavior is 0.039, less than 0.05, that is, there is a significant difference between the sample data, which further shows that gender has a significant impact on the purchase behavior of LL small wine. Men have strong purchase behavior compared with women, and accept the original hypothesis.

(2) Analysis of variance between age and purchase behavior

The sample data passed the variance homogeneity test (sig value is 0.371, greater than 0.05), indicating that the data results passed the test and met the variance homogeneity. The results of variance analysis are shown in Table 5-16:

Table 4-16 Analysis of variance between age and purchase behavior

Variable	22 below	23-30	31-40	41-50	51 above	F value	P value
	Average						
Purchase behavior	3.18	3.33	3.51	3.45	2.96	3.285	0.008

As to the above data, $P=0.008$, less than 0.05 indicates that there is a significant difference between the sample data. It proves that age is one of the key factors affecting consumers' purchase of LL small wine, and accepts the original hypothesis. By comparing

the average score of each age group, it can be seen that from the age of 22 to 40, LL purchase behavior increases with the age of consumers. Consumers with age below 41, consumers' buying behavior will gradually weaken.

(3) Analysis of variance between education level and purchase behavior

The sample data passed the variance homogeneity test (sig value was 0.218, greater than 0.05), indicating that the data results passed the test and met the variance homogeneity. The results of variance analysis are shown in Table 4-17:

Table 4-17 Analysis of variance between education level and purchase behavior

Variable	High school	College	Undergraduate	Graduate and	F value	P value
	Average					
Purchase behavior	3.16	3.32	3.58	3.19	0.698	0.665

The table shows that the P value is 0.665, greater than 0.05, and there is no significant difference between the sample data. It can be seen that the education level of consumers has no significant impact on the purchase behavior of LL small bottle wine, and the original hypothesis is rejected. Through further comparison of the average score of each group, it can be concluded that the purchase behavior of LL small bottle wine will increase with the increase of education level, and reach the highest value at the undergraduate education stage. Compared with the undergraduate education, the purchase behavior of graduate and above will weaken.

(4) Analysis of variance between occupation and purchase behavior

The sample data passed the variance homogeneity test (sig value is 0.182, greater than 0.05), indicating that the data results passed the test and met the variance homogeneity. The

variance results are shown in Table 4-18.

Table 4-18 Analysis of variance between occupation and purchase behavior

Variable	Students	Enterprise employees	Government and institution	Doctors, teachers and	Freelancer	F value	P value
	Average						
Purchase behavior	3.28	3.33	3.48	3.42	3.38	0.588	0.735

The P value of the analysis of variance was 0.735, bigger than 0.05. It verified that there was no significant impact between consumers' occupation and LL small bottle wine purchase behavior. So the original hypothesis was rejected. It can also be seen from the average score of different occupations that there is no obvious difference in the purchase of LL small bottle wine between different occupations of consumers.

(5) Analysis of variance between average monthly income and purchasing behavior

The sample data passed the variance homogeneity test (sig value is 0.369, greater than 0.05), indicating that the data results passed the test and met the variance homogeneity. The results are shown in Table 4-19.

Table 4-19 Analysis of variance between average monthly income and purchasing behavior

	RMB3000 below	RMB3000-5000	RMB5000-8000	RMB8000-15000	RMB15000 above	F value	P value
	Average						
Purchase behavior	3.22	3.32	3.45	3.29	3.09	0.996	0.692

The result of variance analysis $P=0.692$ shows that there is no significant impact between the average monthly income of consumers and the purchase behavior of LL small bottle wine, so the original hypothesis is rejected. Further comparison of the scores of each group found that when the income was below 8000 yuan, the purchase behavior of LL small bottle wine increased with the increase of residents' income, but when the income of consumers further increased, the purchase behavior of LL small wine showed a downward trend.



CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Research conclusions

In addition to the factors outlined in this article, there are many types of factors that will affect consumers' purchase behavior of LL small bottle wine, such as consumers' inner activities, folk customs, etc. However, there are two problems in the research of these factors. One is that it is difficult to carry out quantitative research, and the other is that it involves the internal psychological activity process of consumers, which is difficult to obtain through questionnaires. At the same time, these types of factors will not be in-depth analyzed in this paper due to the limitations of their own research level and time and energy. Therefore, based on the analysis of relevant literature at home and abroad and the summary of relevant theories, and through the investigation, combined with the research objectives of this paper, personal characteristics factors, product characteristics factors, subjective cognitive factors, and consumption environment factors which are considered as the four major factors that affect consumers' LL small bottle wine purchase behavior. The theoretical framework was designed to conduct an empirical analysis of the factors affecting the purchase behavior of LL small bottle wine. The main conclusions are as follows.

5.1.1 The influence of consumers' basic personal characteristics on LL small bottle wine purchase behavior.

The survey results show that gender and age have a significant impact on the purchase behavior of LL small bottle wine among the individual characteristics of consumers. In terms of gender, male and female consumers show obvious differences in the purchase behavior of LL small bottle wine. As to the age, it can be found that within a certain age

range, the increase of consumer's age has a relatively obvious positive impact on LL small bottle wine purchase behavior. However, through the investigation of the cultural level, occupation and average monthly income in the individual characteristics of consumers, it is found that they have no significant impact on LL small bottle wine purchase behavior.

5.1.2 The influence of product characteristics on the purchase behavior of LL small bottle wine.

Product characteristics have a positive and significant impact on the purchase behavior of LL small bottle wine. According to the score of the factors considered in purchasing LL small wine, the average score of the six factors in terms of product characteristics is: taste>quality>price>brand>packaging>alcohol degree, among which the average score of price, packaging and brand is not much different. In other words, in the face of fierce market competition, the taste of white wine is the most important factor for consumers to consider when buying. The second is the quality of the product itself. A good product must have good quality to enhance consumers' continuous buying behavior.

5.1.3 The influence of consumers' subjective cognition on LL small bottle wine purchase behavior.

This paper divides the subjective cognitive factors of consumers into two aspects: consumer attention and consumer satisfaction. As LL small bottle wine is an innovative small bottle wine, its positioning is an important factor that distinguishes it from other small bottle wine. Therefore, this paper summarizes consumer attention as LL small bottle brand attention and understanding of its positioning.

In terms of consumer satisfaction, according to the survey results, it can be seen that consumer satisfaction has become the most critical factor affecting consumers' purchase of LL small bottle wine. This factor has the most significant impact. That is to say, the more satisfied consumers are with the taste, flavor, price and appearance of LL small wine, the more significant their purchase behavior is. After the end of the purchase behavior, consumers will conduct post-evaluation on the purchased products, which will affect the subsequent purchase behavior.

5.1.4 The influence of consumption environment on LL small bottle wine purchase behavior.

Consumption environment is one of the most important influence factors on the the purchase behavior. The enterprise promotion and advertising create an eyes catching environment for the customer, meanwhile, convenience purchase would bring different experience to the customer. All the three factors above is the consumption environment built by the enterprises itself. As to the LL small bottle wine, promotion and advertising plays an important role. Especially promotion is an effective means to increase market sales.

In terms of social environment, Friends and family recommendation would be easily adopt for the daily life purchase, like drinks , food and clothes etc. LL small bottle wine is within this category. Celebrity endorsement as one of the popular used advertisement methods have big impact on the purchase behavior. Some of people would like to purchase whatever the celebrity or their idle recommended. When people purchase Chinese wine, cultural value makes potential effect on the purchase behavior. As to the survey result, family and friends recommendation plays significant role.

5.2 Recommendations

5.2.1 Establish two-way communication mode to improve consumer satisfaction.

In the marketing process of white wine, enterprises must realize that only through a large number of basic research, can they establish a consumer database and constantly explore the favorite products of consumers to improve consumer satisfaction. At the same time, in order to shorten the distance between brands and consumers, enterprises should establish an effective two-way communication mode, truly understand the needs of consumers, choose ways and methods that are more acceptable to consumers when communicating, and can choose to provide customized and professional services for consumers, so as to improve the utility satisfaction of consumers.

5.2.2 Pay attention to product research and development and strengthen product innovation.

LL liquor must always pay attention to market dynamics and consumer demand changes and other factors, and take timely measures to respond to changes in all aspects, so that it can be more competitive in the small bottle wine market, thus making the brand successful. LL liquor should strengthen actual analysis and dynamic research on consumer consumption habits and characteristics in the process of product research and development to ensure that product functions can fully meet consumer needs.

5.2.3 Increase brand publicity and expand marketing channels.

Consumer's subjective perception of the product or brand has a significant impact on

consumer's purchase behavior. This is what we know in our daily life and is also the result of the survey. Therefore, strengthening the publicity of LL liquor will play a better marketing role. The current competition in the small bottle wine market is increasingly fierce. How to tell a good brand story, do a good job in product publicity, and improve consumer awareness is of practical significance. LL small bottle wine, as an innovative wine mode, should vigorously promote the positioning of " wine for releasing spicy" to let consumers know. In addition, it is very important for enterprises to maintain and expand marketing channels while doing a good job of brand publicity.

5.2.4 Innovate marketing system and optimize marketing means.

With the progress of the times, the current number of media continues to increase, and the choices that consumers can make gradually increase, which increases the diversity and complexity of consumers' choices. In this situation, LL liquor must pay attention to the integration of quality and quantity of communication tools. Marketing in modern society should not only lead the hot spots and give full play to the advantages of traditional media with a wide range of influence, but also follow the pace of the times. When marketing communication, it should fully use microblog, Tiktok and other emerging media, actively take the initiative, and choose different ways of marketing communication for different target consumers, so as to make the communication effect more remarkable.

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APPENDICES

Questionnaire on Influencing Factors of Purchasing Behavior of Lianglu Liquor

Dear Interviewee:

Hello! This questionnaire is a questionnaire mainly to study the influence of LL small wine purchase behavior. Your valuable opinion will be of great help to the author's research. This questionnaire uses the survey is conducted anonymously. Please fill in the questionnaire according to your own real situation. The information is only used for statistical analysis by the author, and will never be used for other purposes and please fill in with confidence. Thank you for your help and support!

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Part I: Basic Information

1. Your gender:

A. Male

B. Female

2. Your age group:

A. 22 years old and below

B. 23-30 years old

C. 31-40 years old

D. 41-50 years old

E. 51 years old and above

3. Your education level:

A. High school and below

B. Junior college

C. Undergraduate

D. Postgraduate and above

4. Your occupation:

A. Students

B. Employees of enterprises

C. Employees of institutions or institutions

D. Doctors, teachers and researchers

E. Freelancers

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5. Your average monthly income

- A. Less than RMB3000
- B. RMB3000-5000
- C. RMB5000-8000
- D. RMB8000- 15000
- E. More than RMB15000

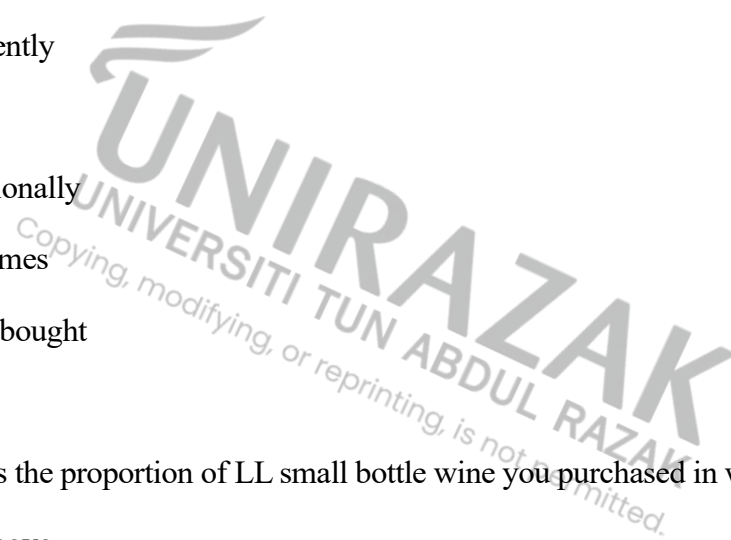
Part II: Purchase behavior investigation

6. How often do you buy LL small bottle wine?

- A. Frequently
- B. Often
- C. Occasionally
- D. Few times
- E. Never bought

7. What is the proportion of LL small bottle wine you purchased in white wine?

- A. 80% above
- B. 50% - 80%
- C. 20% - 50%
- D. 10% - 20%
- E. 10% below



8. How much do you spend on LL small bottle wine every month?

A. More than RMB800

B. RMB500 - 800

C. RMB300-500

D. RMB100-300

E. Less than RMB100

9. Will you consider LL liquor firstly when you purchase small bottle wine?

A. Very agree

B. Basically agree

C. Not sure

D. Not very agree

E. Don't agree


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PART III: Purchase behavior influencing factor investigation

(i) Product characteristics (quality, brand, price, packaging, taste, alcohol level)

10. Do you consider the following factors when purchasing Lianglu small bottle wine?

Please indicate the importance of these factors to you:

	Very important	Important	Some important	Unimportant	Not important at all
Quality					
Brand					
Price					
Packaging					
Taste					
Alcohol degree					

(ii) Consumer satisfaction

11. Are you satisfied with the taste of Lianglu small bottle wine?

A. Very satisfied B. Satisfied C. Acceptable D. Unsatisfied E. Very unsatisfied

12. Are you satisfied with the price of Lianglu small bottle wine?

A. Very satisfied B. Satisfied C. Acceptable D. Unsatisfied E. Very unsatisfied

13. Are you satisfied with the appearance and packaging of Lianglu small bottle wine?

A. Very satisfied B. Satisfied C. Acceptable D. Unsatisfied E. Very unsatisfied

14. Are you satisfied with the flavor of Lianglu small wine (cool and moist)?

A. Very satisfied B. Satisfied C. Acceptable D. Unsatisfied E. Very unsatisfied

(iii) Consumer attention

15. Do you usually pay attention to the brand information of Lianglu small bottle wine?

A. Very concerned B. Concerned C. Ordinary D. Not concerned

E. Not concerned at all

16. Do you know the positioning of Lianglu small bottle wine (wine for eating spicy)?

A. Know very well B. Familiar C. Ordinary D. Not familiar E. Know nothing

(iv) Enterprise behavior

17. The impact of product advertising on your purchase of Lianglu small bottle wine.

A. Significant B. Large C. Ordinary D. Little E. Minimal

18. The impact of product advertising on your purchase of Lianglu small bottle wine.

A. Significant B. Large C. Ordinary D. Little E. Minimal

19. The impact of purchasing convenience on your purchase of Lianglu small bottle wine.

A. Significant B. Large C. Ordinary D. Little E. Minimal

(v) Social environment

20. The impact of family and friends' recommendations on your purchase of Lianglu small bottle wine.

A. Significant B. Large C. Ordinary D. Little E. Minimal

21. Influence of celebrity endorsement on your purchase of Lianglu small bottle wine.

A. Significant B. Large C. Ordinary D. Little E. Minimal

22. The impact of cultural values on your purchase of Lianglu small bottle wine.

A. Significant B. Large C. Ordinary D. Little E. Minimal

Finally, thank you very much for taking the time to complete this survey in your busy schedule. I wish you a happy life, thank you!

APPROVAL PAGE

**TITLE OF PROJECT PAPER: DETERMINANTS OF LIANGLU SMALL
BOTTLE WINE PURCHASING BEHAVIOR
AMONG THE WORKING ADULTS IN
SICHUAN, CHINA**

NAME OF AUTHOR : JUN XUE

The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfilment for the degree of Master of Business Administration.

SUPERVISOR

Signature : _____

Name :

Date :

ENDORSED BY:

Dean

Graduate School of Business

Date :