

Study of Chinese Wine Consumers Behavior: Marketing Mix Model

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Abstract: This study delves into Chinese wine consumers' buying behavior, exploring the marketing mix strategies. The researcher brings a unique blend of practical insight and academic rigor to this study. The research methodology employs a quantitative survey to gather data from a diverse sample of Chinese wine consumers in Shandong Province. Statistical analyses provide a systematic framework for examining the relationships between various influencing factors and buying behavior patterns. Key findings delve into the impact of marketing mix elements, including product attributes, pricing strategies, promotional activities, and distribution channels, on consumer perceptions and purchasing intentions. Notably, the research highlights the importance of aligning marketing strategies with the unique preferences and consumption patterns of Chinese wine consumers.

Keywords: Chinese wine consumers, buying behavior, Shandong Province, marketing strategies.

1. Introduction

In recent years, the position and influence of the Chinese wine market internationally have been continuously increasing. However, with the outbreak of the COVID-19 pandemic, the market faces unprecedented challenges, making the study of consumer behavior more urgent. The rise of the Chinese wine market internationally is inseparable from its large population base, rapid economic growth, and consumption upgrading. According to data from the International Organization of Vine and Wine (2019), China has been the world's fifth-largest wine-consuming country for several years and one of the fastest-growing wine consumption markets globally. From 2015 to 2019, the per capita wine consumption in China increased by 11.8%, from 1.52 liters to 1.71 liters. Although there is still a gap compared to the global average consumption level, its huge potential consumer market cannot be underestimated.

However, according to Wine China (2021), the outbreak of the COVID-19 pandemic has brought significant impact to the Chinese wine market. According to data from relevant agencies, although the import volume of wine in China decreased in 2020, it was mainly due to objective factors such as the spread of the pandemic and reduced production due to extreme weather conditions. During the pandemic, domestic and international trade was restricted, and the catering industry was severely affected, leading to the closure or limited operation of restaurants and bars, which affected wine sales. Consumer habits also changed, with a preference for home consumption and online shopping, accelerating the growth of online wine sales.

Despite the temporary difficulties brought by the pandemic to the Chinese wine market, its position and influence internationally cannot be ignored. China is one of the top five countries in terms of global wine import volume. According to the research of Zhou (2016), since 2011, the annual wine import amount in China has consistently ranked among the top five globally, accounting for 6% to 10% of the total global wine imports. At the same time, China is also an important wine-producing country globally, with increasing domestic wine production and quality. More and more Chinese wine

brands are entering the international market and are favored by international consumers.

In this context, in-depth research on the factors influencing Chinese wine consumer behavior is particularly important. Understanding consumer motivations, consumption habits, and brand preferences during the pandemic can help wine companies develop more effective marketing and sales strategies. Moreover, the position and influence of the Chinese wine market internationally provide new opportunities and challenges for the international wine industry. By studying Chinese wine consumer behavior, valuable insights can be gained not only for the development of the Chinese wine industry but also for the trends in the global wine market. Therefore, this paper aims to explore the key factors influencing Chinese wine consumer behavior, providing theoretical support and practical guidance for the sustainable development and internationalization of the Chinese wine industry.

2. Review of Related Literature

In China, wine has become a beverage that reflects the expectations of new consumers, particularly the younger generation. According to OIV (2018) data, due to increased consumption in the United States, China, and Australia, global wine consumption increased in 2017 compared to the previous year. In 2017, the United States remained the world's largest wine consumer for the sixth consecutive year, followed by France, Italy, Germany, and China (Alonso & Garcia, 2019).

As Campo (2022) pointed out, the success of wine in the Chinese market is a reality. In recent years, China's wine consumption has grown by 10% annually, surpassing Japan to become the largest wine-consuming country in Asia. Apart from its rich culinary culture, technological advancements, and industrious workforce reputation, China has positioned itself in the wine industry, with an increasing number of domestically produced wines receiving international accolades. Although China's wine import consumption has decreased since 2020, primarily due to the spread of the novel coronavirus pandemic and reduced wine production due to extreme weather conditions, Chinese consumers still maintain

a strong interest in imported wines. Considering factors such as China's large population base, the country has always possessed a vast wine consumption market.

Xu Shaorong and Yang Xiaojie (2018) found in their survey of six regions in Shandong Province, China, that consumer age is significantly positively correlated with wine purchasing behavior, consumer drinking habits, perceived value, perceived corporate behavior, and average monthly income level. Factors such as consumer drinking habits, monthly average income level, value perception, and corporate behavior perception, as well as consumer age, all have a significant impact on wine purchasing behavior.

Wine companies' marketing activities shape consumer behavior by enhancing brand awareness, influencing purchase decisions through pricing and packaging, and shaping product perceptions. These activities promote sales growth, enhance brand value, and influence consumer attitudes towards wine products. Yu Xianmei and Bi Jinjie (2018) suggest that wine companies, in formulating marketing strategies, should accurately target emotional needs, preferences, and psychology of their target audience. Building emotional connections through product emotionalization enhances brand loyalty and cohesion. Chen Hongmei (2018) studied beer under the context of Internet +, concluding that factors like brand awareness, logistics, and payment security significantly influence purchasing intention.

Research by Yu and Bi (2018) emphasizes the significance of emotional branding and packaging in establishing consumer connections. They found that emotional resonance through branding enhances consumer loyalty and brand attachment. Chen (2018) investigated the influence of digital platforms on beer purchases within the Internet+ framework. The study highlighted the importance of brand visibility, logistics, and secure payment options in shaping consumer purchasing decisions.

Alonso et al., (2021) explored the evolving landscape of digital marketing in the wine industry. Their findings suggest that digital marketing initiatives, including social media engagement and personalized experiences, significantly impact consumer behavior and preferences. Galati et al. (2021) examined the role of social influences, such as peer recommendations and wine tourism experiences, in shaping consumer perceptions of wine quality and value. Their research underscores the importance of social connections in influencing consumer behavior.

Wang and Zhang (2021) analyzed the impact of product strategy on Chinese wine consumers' behavior. Their study emphasized the importance of product quality, branding, and packaging in shaping consumer perceptions and purchase decisions. Liu and Wu (2021) investigated the influence of pricing strategies on Chinese wine consumers' behavior. Their research highlighted how price promotions, discounts, and perceived value affect purchasing patterns and brand loyalty among Chinese wine consumers.

Chen and Li (2020) examined the role of distribution channels in influencing Chinese wine consumers' behavior. Their review emphasized the significance of distribution strategies, such as online platforms and offline retail channels, in reaching target consumers and driving sales.

3. Research Methodology

3.1. Research Method

This research employed a quantitative approach to

investigate the factors influencing Chinese wine consumers' buying behavior. Quantitative research involves the systematic collection and analysis of numerical data to identify patterns, trends, and relationships within a given population (Creswell, 2014). This methodological choice offers several advantages in studying consumer behavior in the Chinese wine market.

Firstly, quantitative analysis allows for precise measurement and quantification of variables related to consumer behavior, enabling researchers to test hypotheses rigorously (Hair et al., 2019). By applying statistical techniques such as hypothesis testing, this study aims to evaluate the relationships between various factors—such as marketing variables like price, product perception, other cultural influences, as well as, Chinese consumers' wine purchasing behavior. Furthermore, quantitative research facilitates the generalization of findings to broader populations, enhancing the external validity of the study's conclusions (Creswell, 2014). This ensures that the insights gained from the research can be applied beyond the specific context of the study, contributing to a deeper understanding of consumer wine buying behavior in the global wine industry.

3.2. Research Locale and Participants

The research locale of this study is Shandong Province. Shandong Province, located in eastern China, is renowned for its rich cultural heritage and burgeoning wine industry. Within this province, Jinan, Qingdao, and Yantai stand out as pivotal cities shaping the region's wine consumption landscape.

The participants of this research study consist of individuals residing in Jinan, Qingdao, and Yantai, three prominent cities within Shandong Province, China. These participants were selected through the purposive sampling method to ensure representation from diverse demographic groups, including age, gender, income levels, education, and occupation.

3.3. Data Gathering Procedure

During this stage, the researcher distributed the survey questionnaires from the questionnaire star platform to the designated participants and gathered the required data. The feedback from experts who reviewed the survey questionnaire was incorporated. Participants were reassured about the confidentiality of their identities through an informed consent form of the platform, ensuring that their responses would not impact their personal privacy and current employment status

3.4. Statistical Treatment

A statistical tool was used to process the data in order to make an accurate interpretation of the results. Both descriptive and inferential statistical techniques were used in data analysis. The researcher used descriptive statistics to give a thorough analysis of the data, including means, frequencies, and percentages. To investigate relationships, spot patterns, and test hypotheses, inferential statistics like factor analysis and correlation analysis were used.

4. Presentation and Analysis of Data

This table shows the demographic profile of the respondents including: sex, age, marital status, education level, profession and monthly income.

Table 1. Demographic Profile of the Respondents

Variables	Number of Respondents	Percentage (%)
Sex		
Male	223	49.00
Female	234	51.00
Total	457	100.0
Age		
18-25	105	23.00
26-33	82	18.00
34-41	117	26.00
42-49	72	15.00
More than 50 years	81	18.00
Total	457	100.0
Marital Status		
Married	424	93
Single	33	7
Total	457	100.0
Education level		
High school and below	74	16
Vocational / Technical	82	18
Bachelor	92	20
Master	106	23
Doctoral	103	23
Total	457	100.0
Profession		
Student	18	4
Top Management	139	30
Middle Management	137	30
Staff	163	36
Total	457	100
Monthly Income		
<3000 RMB	107	24
3000-5999 RMB	111	24
6000-8999 RMB	115	25
9000 and above	124	27
Total	457	100.0

The total number of respondents is 457 and among them, 223 are males or a percentage of 49%. Females totaled 234 with a percentage of 51. In terms of age profile, 105 (23%) of them are from 18-25 years old, 82 (17.9%) of them are from 26-33 years old. There are 117 (25.6%) whose age ranged from 34-41 years old while 72 (15.8%) of them are from 42-49 years old, and 81 (17.7%) of them are more than 50 years old. In terms of marital status, 424 (92.8%) of them are married and 33 (7.2%) of them are single.

In terms of education level, 74 (16.2%) of them got high school and below degrees, 82 (17.9%) of them hold a vocational or technical degree; 92 (20.1%) of them are bachelor degree holders; 106 (23.2%) of them have master's degrees with 103 (22.5%) of them who are holders of doctoral degrees. With regards to profession, 18 (3.9%) of them are students, 139 (30.4%) of them belong to top management, 137 (30%) of them are middle managers; and 163 (35.7%) of them are staff.

In terms of monthly incomes, 107 (23.4%) of them have a monthly salary of less than 3000 RMB; 111 (24.3%) of them have monthly salaries of 3000 – 5999 RMB; 115 (25.2%) of them receive 6000 – 8999 RMB per month; and 124 (27.1%) of them got a monthly salary of more than 9000RMB. The

total number of respondents' number is 457.

This table shows the information on drinking wine of the respondents, including: whether the respondents are drinking wine, frequency of drinking, drinking partner, and willingness to pay.

4.1. Marketing Mix Factors

Vintage wine is good wine: The mean score for this statement is 2.4398, with a standard deviation of 0.88679, indicating agreement among respondents. This suggests that Chinese consumers believe that vintage wine equates to higher quality. This finding aligns with research indicating that consumers with greater wine expertise may be more inclined to view vintage wines favorably (Olsen and Thach, 2008).

The aroma and flavor of wine are very important: The mean score is 2.1357, with a standard deviation of 0.92905, indicating agreement. This implies that respondents prioritize aroma and flavor when evaluating wine quality. This finding aligns with the notion that sensory characteristics play a significant role in Chinese consumers' wine preferences (Guo et al., 2021).

Table 2. Quality of Wine

Statement	Weighted Mean	Standard Deviation	Interpretation
1. Vintage wine is good wine	2.4398	.88679	Agree
The aroma and flavor of wine are very important	2.1357	.92905	Agree
Wine with higher alcohol content has better quality	2.4245	.87815	Agree
Wine from well-known producing areas are of higher quality	2.2538	.86673	Agree
Wine with tears on glass is good wine	2.3545	.90875	Agree
Average Mean	2.34	0.909132	Agree

Wine with higher alcohol content has better quality: The mean score is 2.4245, with a standard deviation of 0.87815, indicating disagreement. This suggests that respondents do not perceive higher alcohol content as a determinant of wine quality. This finding is consistent with research indicating that Chinese consumers may prefer wines with lower alcohol content due to cultural preferences (Liu et al., 2018).

Wine from well-known appellations are of higher quality: The mean score is 2.2538, with a standard deviation of 0.86673, indicating agreement. This implies that respondents necessarily equate wine quality with the reputation of its

producing area. This finding caters the common belief that origin plays a significant role in Chinese consumers' wine evaluations (Guo et al., 2021). Consumers may be willing to pay a premium for wines from these regions based on their perceived quality.

Wine with tears on the glass is good wine: The mean score is 2.3545, with a standard deviation of 0.90875, indicating agreement. This implies that respondents consider tears on the glass as indicative of wine quality. This finding caters the notion that visual cues such as wine tears influence Chinese consumers' perceptions of wine quality (Guo et al., 2021).

Table 3. Packaging of Good Wine

Statement	Weighted Mean	Standard Deviation	Interpretation
1. The packaging of good wine is very important	2.2757	.87767	Agree
2. Packaging affect my wine purchasing behavior	2.2516	.87367	Agree
3. Packaging is one of the important indicator for judging good wine	2.4004	.86567	Agree
4. Packaging is more important than the taste of wine	2.4420	.97862	Agree
5. Packaging shapes the cultural preferences of Chinese consumers	2.1947	.85541	Agree
Average Mean	2.31288	0.89021	Agree

The packaging of good wine is very important: With a weighted mean score of 2.2757 and a standard deviation of 0.87767, respondents agree with the statement that packaging is very important in the context of good wine. This suggests that consumers consider packaging to be a crucial factor when determining the quality or desirability of wine based on its packaging. This result may be because most of the respondents' wine purchasing purposes are to offer gifts to others.

Packaging affects my wine purchasing behavior: The weighted mean score of 2.2516 and standard deviation of 0.87367 indicate agreement with the notion that packaging significantly influences wine purchasing behavior. This implies that consumers perceive packaging as a decisive factor when making decisions about which wines to purchase. Actually, more and more Chinese consumers have the knowledge of identifying the quality of wines, so they don't consider packaging of wine as important as before.

Packaging is one of the important indicators for judging good wine: The highest mean score among the statements, 2.4004, along with a standard deviation of 0.86567, still reflects agreement with the idea that packaging serves as an

important indicator of good wine. This suggests that while some consumers may acknowledge packaging as a factor, it is considered a primary or significant indicator of wine quality.

Packaging is more important than the taste of wine: With a weighted mean score of 2.4420 and a standard deviation of 0.97862, respondents strongly agree with the notion that packaging outweighs the taste of wine in importance. This indicates that consumers prioritize the packaging of wine over the sensory experience and quality of the wine when making purchasing decisions. This finding challenges the statement of Li and Bruwer (2019), Chinese consumers place significant importance on the flavor of wine when making purchasing decisions (p. 123).

Packaging shapes the cultural preferences of Chinese consumers: The lowest mean score among the statements, 2.1947, coupled with a standard deviation of 0.85541, suggests agreement with the idea that packaging significantly influences cultural preferences in the Chinese wine market. This implies that consumers perceive cultural preferences to be shaped by factors of packaging, such as the wine bottle, wine label, wine box, etc.

Table 4. Price of Good Wines

Statement	Weighted Mean	Standard Deviation	Interpretation
The price of good wine should be affordable	2.1619	.94824	Agree
The price of wine is an important indicator for identifying the quality of wine	2.3260	.88161	Agree
Wine price is an important factor affecting your purchasing decision-making behavior	2.2385	.85456	Agree
The higher the price of the wine, the better the quality of the wine	2.3195	.86267	Agree
In China, wine is generally more expensive than other alcoholic drinks	2.2670	.81573	Agree
Average Mean	2.26258	0.87256	Agree

The price of good wine should be affordable: The weighted mean score of 2.1619 and a standard deviation of 0.94824 indicate agreement among respondents. This suggests that consumers believe that the price of good wine should necessarily be affordable. This could be due to varying perceptions of affordability based on individual income levels, cultural norms, or the perceived value of wine product.

The price of wine is an important indicator for identifying the quality of wine: With a weighted mean score of 2.3260 and a standard deviation of 0.88161, respondents agree with the notion that price is a crucial factor in determining wine quality. This aligns with the common belief that higher-priced wines are inherently of better quality. This finding is not consistent with research by Bruwer, Li, & Reid (2002), which suggests that price is not always a reliable indicator of wine quality.

Wine price is an important factor affecting your purchasing decision-making behavior: The mean score of 2.2385 and standard deviation of 0.85456 indicate agreement, implying that price is a significant determinant in consumers'

purchasing decisions regarding wine. Meanwhile, the factors such as taste preferences, brand loyalty, or perceived value for money, which may outweigh considerations of price. However, price is one of the most important factors for Chinese consumers' wine purchasing decision.

The higher the price of the wine, the better the quality of the wine: Despite a mean score of 2.3195 and a standard deviation of 0.86267, indicating agreement, this statement reflects a prevailing misconception among consumers. Research by Mueller et al. (2010) suggests that while price can influence perceptions of wine quality, it is not always correlated with objective measures of quality.

In China, wine is generally more expensive than other alcoholic drinks: The mean score of 2.2670 and standard deviation of 0.81573 indicate agreement with this statement. This suggests that respondents perceive wine to be significantly more expensive than other alcoholic beverages in the Chinese market, ignoring the diversity of pricing dynamics across different drink categories.

Table 5. Promotion of Good Wine

Statement	Weighted Mean	Standard Deviation	Interpretation
1. Advertising is important for good wine.	2.4770	.96882	Agree
2. Guidance of the seller in the wine store is important.	2.3457	.87531	Agree
3. Discount of wine is important for my purchasing behavior.	2.3151	.88187	Agree
4. Celebrity endorsement is important for good wine.	2.4092	.93246	Agree
5. Brand loyalty is important for good wine.	2.2538	.88674	Agree
Average Mean	2.36016	0.90904	Agree

Advertising is important for good wine: The weighted mean score of 2.4770 and standard deviation of 0.96882 indicate agreement among respondents. This suggests that consumers consider advertising to be a significant factor in determining the quality or desirability of wine. This finding challenges the research by Lockshin and Spawton (1991), which suggests that advertising may have limited effectiveness in influencing consumer perceptions of wine quality.

Guidance of the seller in the wine store is important: With a mean score of 2.3457 and standard deviation of 0.87531, respondents agree with the importance of seller guidance in wine stores. This implies that consumers may rely more on guidance from sellers than personal preferences,

recommendations from friends, or prior knowledge when making wine purchasing decisions.

Discount of wine is important for my purchasing behavior: The mean score of 2.3151 and standard deviation of 0.88187 indicate agreement, suggesting that discounts significantly influence consumers' wine purchasing behavior. This finding aligns with studies such as that by Cai et al. (2018), which suggests that discounts and promotions can have a significant impact on consumer purchasing decisions in the wine market.

Celebrity endorsement is important for good wine: Despite a mean score of 2.4092 and standard deviation of 0.93246, indicating agreement, this statement reflects a prevailing belief among consumers. However, research by Bruwer and Saliba (2014) suggests that while celebrity endorsements may

initially attract attention, they may necessarily translate into increased sales or perceived quality in the wine market.

Brand loyalty is important for good wine: The mean score of 2.2538 and standard deviation of 0.88674 suggest agreement with the importance of brand loyalty in determining wine quality. This implies that consumers

prioritize brand loyalty over factors such as taste, price, and personal preferences when selecting wines. Liu and Huang (2019) found that wine brand loyalty among Chinese consumers is often influenced by factors such as perceived quality, brand reputation, and social status associated with the brand.

Table 6. Distribution Channel of Good Wine

Statement	Weighted Mean	Standard Deviation	Interpretation
1. Distribution Channel is important for good wine.	2.1838	.93490	Agree
2. Purchasing wine in the supermarket is convenient and reassuring.	2.3020	.89874	Agree
3. Purchasing wine in the professional wine stores is convenient and reassuring.	2.3129	.85616	Agree
4. Purchasing wine through online shopping platforms is convenient and reassuring.	2.3873	.89889	Agree
5. Online wine purchasing is more convenient than offline wine purchasing	2.3589	.88747	Agree
Average Mean	2.30898	0.895232	Agree

Distribution Channel is important for good wine: The weighted mean score of 2.1838 and standard deviation of 0.93490 indicate agreement among respondents. This suggests that consumers consider the distribution channel to be a crucial factor in determining the quality or desirability of wine. This finding may imply that consumers prioritize the distribution channel over other factors. However, with the rise of e-commerce in China, online wine sales have seen significant growth. Research by Huang and Laroche (2021) highlights that online platforms offer convenience and a wide selection of wines to Chinese consumers.

Purchasing wine in the supermarket is convenient and reassuring: With a mean score of 2.3020 and standard deviation of 0.89874, respondents agree with the convenience and reassurance of purchasing wine in supermarkets. This may indicate that consumers perceive convenience and trust in terms of selection, expertise, or product quality when purchasing wine in supermarkets. However, despite the growth of online sales, traditional retail channels like supermarkets and specialty wine stores still play a significant role in the Chinese market.

Purchasing wine in professional wine stores is convenient and reassuring: The mean score of 2.3129 and standard deviation of 0.85616 suggest agreement with the convenience and reassurance of purchasing wine in professional wine stores. This finding is aligns with the perception that specialized wine stores offer a superior shopping experience in terms of product knowledge and selection. For Chinese young generation, they are more used to online shopping, meanwhile, the elderly people may still prefer to purchase wine in the wine stores or supermarket.

Purchasing wine through online shopping platforms is convenient and reassuring: Despite a mean score of 2.3873 and standard deviation of 0.89889, indicating agreement, this statement reflects a prevailing trend among consumers. This shows that online shopping platforms provide convenience and consumers may be more assured of the quality and authenticity of wine purchased online. Wang and Li (2020) found that in addition to wine quality factors, Chinese consumers also consider factors such as product popularity, store layout, and customer service when purchasing wine through online platforms, which highlights the importance of user experience in online wine shopping.

Online wine purchasing is more convenient than offline wine purchasing: The mean score of 2.3589 and standard deviation of 0.88747 indicate agreement with the perception that online wine purchasing is more convenient than offline purchasing. This finding suggests that while buying wine offline may have a better wine experience, such as wine tasting and guidance from an expert or shopping guide, consumers still value the convenience that online shopping may provide in terms of accessibility and variety.

The average mean score of 2.30898 across all statements further reinforces the overall trend of agreement among respondents regarding the convenience and reassurance of various wine purchasing channels. This suggests a complex interplay of factors influencing consumer perceptions and behaviors in the wine market.

5. Conclusion and Recommendation

5.1. Conclusion

The results show that the respondents are in different age groups, the ratio of male to female is basically balanced, most of them were married, the respondents' education levels are from high school degree to doctoral degree. The vast majority of respondents have higher education. About two-thirds of the respondents are in management positions, about one-third are corporate employees, and a very small number are students. There is not much difference in the number of respondents' monthly income in each range.

The data shows that the aroma and flavor of wine is the most important norm to identify the quality of good wine for the Chinese consumers followed by the famous wine production areas and wine with tears; wine packaging shapes the cultural preferences of Chinese consumers, therefore wine packaging affect Chinese wine consumers' buying behavior; affordable price is important for Chinese consumers which affect their wine purchasing decision-making behavior; In terms of promotion, brand loyalty is the primary significant factor that may influence Chinese wine consumers purchasing behavior, following by the discount promotion. The result also shows that distribution channels is very important for Chinese wine consumers, both online and offline wine distribution channels are appreciated by different types of consumers.

5.2. Implication and limitation

Market Insights: The findings of this study provide valuable insights into the factors influencing consumer wine buying behavior in China, particularly in the Shandong province cities of Qingdao, Jinan, and Yantai. These insights can assist wine producers, distributors, and marketers in tailoring their strategies to better meet the needs and preferences of Chinese consumers in this region.

Strategic Decision-Making: By identifying the key factors influencing consumer wine buying behavior, this study aids decision-makers in formulating effective marketing strategies, product positioning, and customer relationship management initiatives to enhance customer satisfaction and loyalty.

Regional Considerations: The focus on the Shandong province allows for a nuanced understanding of the local market dynamics and consumer preferences. The implications drawn from this study can be further extrapolated to similar regions within China, while also highlighting the importance of considering regional variations in consumer behavior.

5.3. Recommendations

1. A study can be conducted on respondents who are single, working in clerical or staff work who are vocational graduates and belonging to the lower strata of society.

2. Wine company marketers can position the market terminal price of mainstream wine between 100-150 RMB in order to gain the favor of more customer groups.

3. A study can be conducted on Chinese consumers' drinking tradition, including what kind of alcoholic beverage Chinese people prefer to drink, when and where to drink, historic background of wine drinking, etc.

4. Research on the wine knowledge level of Chinese wine consumers is needed to gain a comprehensive understanding, which will benefit wine producers and distributors in implementing targeted marketing strategies aimed at promoting wine culture knowledge, guiding the education of wine consumers, nurturing potential wine clientele, and expanding the scale of the wine market.

5. The importance of wine packaging lies in its ability to influence consumer perceptions, enhance brand image, and differentiate products in the market (O'Connell, 2015). Further research on the packaging preferences and requirements of Chinese wine consumers is imperative to facilitate vintners in refining wine product packaging, augmenting consumer awareness, and bolstering brand influence. This endeavor will consequently fortify the market competitiveness of their products, thereby securing a larger market share.

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