

Research on the Influence Mechanism of Brand Identity on Sichuan Liquor Purchase Intention

Xiaoxuan Qian^{1,*}, Liang Mao²

¹ Sichuan University of Science & Engineering, Yibin 644000, China

² Sichuan University of Science & Engineering, Zigong 643000, China

Abstract: Sichuan liquor was selected as the research object. Based on the theory of consumer perceived value and SOR theory, a SOR theoretical model was constructed with brand identity as the independent variable, perceived value as the mediating variable, and purchase intention as the dependent variable. Through questionnaire survey and empirical research, the results show that brand identity has a positive impact on the purchase intention of Sichuan liquor consumers, brand identity has a positive impact on functional value, social value and emotional value, functional value, social value and emotional value have a positive impact on the purchase intention of Sichuan liquor consumers, and the three play an intermediary role between brand identity and purchase intention.

Keywords: Sichuan wine, Brand identity, Perceived value, Purchase intention.

1. Introduction

With the development and popularization of information technology, digital technology has been widely used and influenced in various fields of society, economy and culture. As one of the important pillars of national economic growth, consumption plays an important role in stabilizing economic growth rate, promoting industrial optimization and upgrading, and improving residents' consumption level. The rise of the digital age has revolutionized consumers' shopping behavior. Digital channels such as e-commerce and social media have become the main platforms for consumers to obtain information and make shopping decisions. In this context, the liquor industry is facing the challenge of rapid changes in market environment and consumer behavior. The liquor industry has entered a new stage of slow growth and continuous adjustment. The continuous adjustment of national policies has promoted the transformation and adjustment of the liquor market. According to the data released by the National Bureau of Statistics, from 2015 to 2020, the production of liquor above designated size and the number of enterprises continued to decline. In 2016, the highest production reached 13.584 million litres, but by 2020, production was 45.5 % lower than in 2016. The number of liquor enterprises above designated size also decreased from 1379 in 2015 to 1040 in 2020, a decrease of 33.5 %. At the same time, the diversified competition of regional brands such as Sichuan liquor (Sichuan), Guizhou liquor (Guizhou), Jiangsu liquor (Jiangsu) and Anhui liquor (Anhui) is becoming increasingly fierce. In the context of economic globalization, non-traditional liquor products such as beer and wine are also competing fiercely for market share.

As one of the most advantageous industries in Sichuan, liquor production has become a pillar industry of Sichuan food industry, which plays an important role in promoting the economic, cultural and social development of Sichuan [1]. However, there are also some problems in the Sichuan liquor industry, such as the lack of unified laws and regulations and law enforcement entities, the low threshold for market entry, and the flooding of shoddy products in the market. Problems such as unclear industry technical standards, extensive liquor

brand management, etc. [2], especially in the aspects of insufficient mining of brand emotional resource advantages, urgent need to improve brand added value, and serious homogenization of liquor products. In addition, since the local government proposed the institutional arrangement of building regional brands, there have been many problems such as "free riding" and vicious competition among enterprises in the region, and the development of regional brands has shown a weak trend due to the excessive intervention of the local government and geographical separation. [1] The frequency and number of purchases of Sichuan liquor products are also gradually decreasing. In addition to the general material characteristics, liquor products also need to have emotional advantages at the spiritual level. Therefore, the Sichuan wine industry needs to conform to the trend of diversification, personalization and high-end consumption, and seize the opportunity of consumption upgrading.

With the development of the times, the proportion of consumers' daily consumption has gradually reduced the survival consumption, while the proportion of non-survival consumption has gradually increased, especially the consumption related to luxury goods and brands. The deep-seated reason behind this change is the upgrading of consumer demand. They pay more attention to the matching of personalization, brand connotation and emotional value. The Chinese government is also aware of this trend and actively explores ways to solve the problem of disharmony between economic development and consumer demand. The "14th Five-Year Plan" proposes the goal of "promoting consumption in an all-round way," aiming to enhance the basic role of consumption in economic development, conform to the trend of consumption upgrading, promote traditional consumption, and cultivate new consumption.

In view of this situation, analyzing the changes of residents' consumption behavior and consumption content in the digital era, and exploring the impact of digitalization on the willingness and behavior of Sichuan liquor consumption have become one of the key contents to ensure the continuous improvement of the economy and society and maintain the stability of the Sichuan liquor consumption market. This

paper chooses whether to buy Sichuan liquor online, and the ratio of the number of people who buy Sichuan liquor offline and online. Through in-depth study of the consumption trend in the digital age, the Sichuan liquor industry can better understand the needs and preferences of consumers, so as to adjust the product structure, enhance the brand image, and innovate marketing strategies to meet the diverse needs of consumers and promote the sustainable and healthy development of the Sichuan liquor industry.

2. Literature Review and Hypothesis

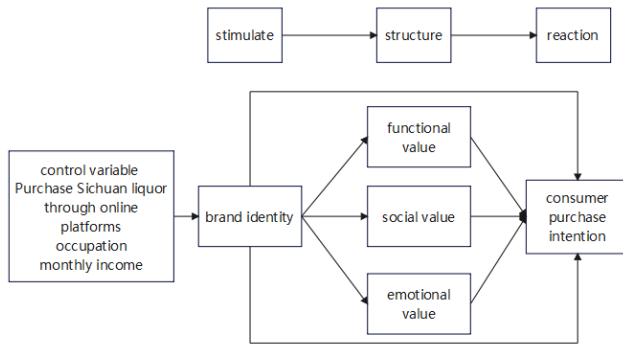


Figure 1. theoretical model

2.1. Brand Identity and Purchase Intention

Brand identity, also known as brand identity, refers to the degree of customer recognition of a particular brand of goods [3]. That is to say, customers with brand identity may choose to focus on the brand when purchasing a product, rather than other factors. Ajzen (1991) pointed out that willingness is an important influencing factor before people make actions, and purchase intention is a step of psychological activity and practical action after receiving certain information [4].

Brand identity is based on the emotional connection between consumers and brands. When consumers identify with Sichuan liquor, they tend to build brand loyalty. This emotional connection makes consumers more willing to choose Sichuan wine, because they want to reflect their support and recognition of the brand through purchase. [5] The formation of brand identity is usually accompanied by a sense of trust in the brand. If consumers believe that Sichuan liquor is a trustworthy brand, they are more likely to generate purchase intention. [6] Brand identity also brings a kind of stability, consumers are not willing to try other alternative brands, because they have built a solid trust relationship with the brand identity of Sichuan liquor [7].

When consumers identify with Sichuan liquor, it often means that they identify with the brand values represented by Sichuan liquor. [8] When brand values are consistent with consumers' personal values, purchase intention will be further enhanced. This consistency makes the purchase of Sichuan wine a choice in line with personal identity [9]. Strong brand identity means that the brand has a certain influence. When Sichuan liquor has established a high brand influence in the market, consumers are more likely to be attracted by the brand, thereby increasing their willingness to buy. The brand's market influence and recognition have formed a positive cycle [10].

In addition, brand identity often involves the social level, and consumers express their identity, taste and sense of belonging to the social group through brand identity. This kind of social factor will promote the purchase decision, because the purchase of Sichuan liquor has become a social

behavior, which helps to maintain the individual's identity in the social circle [11].

The close relationship between brand identity and Sichuan liquor purchase intention reflects the strong influence of brand on consumer emotion, trust and consistency. When brand identity is strengthened, consumers are more likely to choose Sichuan wine, which helps to build long-term stable customer relationships. [12] There is a close relationship between brand identity and perceived value, which means that consumers' recognition of a brand will directly affect their perceived value of the brand.

Based on the above analysis, the following hypotheses are proposed:

H1: Brand identity has a positive effect on purchase intention.

2.2. Brand Identity and Perceived Value

Perceived value refers to the difference between the cost and benefit paid by consumers in the purchase of goods or the purchase process, and the value generated in the process. When the brand provides value, consumers will match the value they hold with the perceived value provided by the brand. The higher the matching degree, the higher the consumer perceived value [14]. Consumers no longer pay too much attention to their quality and price when purchasing behavior occurs, but more consider that brands, products or services can bring added value at the spiritual level. Therefore, consumer perceived value composed of three dimensions of functional value, emotional value and social value is more in line with today's consumption environment to a certain extent [15].

Brand identity usually involves the recognition of brand symbols, logos and symbols. When consumers recognize these elements of the brand, they are more likely to associate the brand with a specific value, culture or concept. This symbolic identity strengthens the perceived value of the brand. [16] Brand identity is based on brand reputation and trust. When consumers identify with the brand's credibility and reliability, they are more willing to trust the brand and believe that the products or services it provides are of high quality and value. [17] Therefore, brand identity directly promotes the perceived value.

Consumers' brand identity is closely related to their experience when using products or enjoying services. If the brand can provide an excellent user experience and meet consumer expectations, then consumers' recognition of the brand will be strengthened, and their perceived value of the brand will increase. [18] Consumers often express their personal identity and values by identifying with a brand. When the brand is consistent with the individual's values, the brand identity is strengthened, which in turn enhances the individual's perceived value of the brand [19].

Brand identity is usually closely related to social factors. If a brand has a strong degree of recognition in the social circle, the related social relationship will affect the individual's perceived value of the brand. Social identity strengthens the brand's position in consumers' minds and enhances its perceived value [20].

In general, the positive relationship between brand identity and perceived value emphasizes the importance of brand in shaping consumers' psychological perception. The establishment of strong brand identity helps to enhance consumers' perceived value of the brand, and then promote their positive purchase decisions on brand products or

services. This positive relationship has a profound impact on brand building and marketing strategies. There is a close relationship between brand identity and perceived value, which means that consumers' recognition of a brand will directly affect their perceived value of the brand. [21]

Based on the above arguments, the following hypotheses are proposed:

H2: Brand identity has a positive effect on perceived value.

H2a: Brand identity has a positive effect on functional value.

H2b: Brand identity has a positive effect on social value.

H2c: Brand identity has a positive effect on emotional value.

2.3. Perceived Value and Purchase Intention

Perceived value mainly comes from the fact that products or services can meet the needs and expectations of consumers. When consumers believe that buying a product or service can meet their needs, bring real benefits or improve the quality of life, their willingness to buy will increase. [22] Consumers usually weigh the price and value of the product or service in their purchasing decisions. If the perceived value is high relative to the price, that is, the so-called cost performance is better, consumers are more likely to be willing to buy. [23] The perceived value is crucial to determine the cost-effective assessment.

The perceived value is closely related to the quality and performance of a product or service. When consumers identify with the high quality and excellent performance of a product or service, they are more willing to associate it with high value, thereby increasing their willingness to buy. [24] Brand has an important influence on the perceived value of products or services. If the brand has a good reputation in the market, a high degree of recognition, and can convey information consistent with consumer values, then consumers are more likely to generate purchase intention [25].

The evaluation of other consumers and the influence within the social circle will also affect the perceived value. Positive word-of-mouth and social recommendations help to build a positive perception of the product or service, thus contributing to the formation of purchase intention. [26] Consumers want to get a product or service experience that matches their personalized needs. When a product or service can provide a personalized, customized experience, the perceived value of the consumer will be further enhanced, thereby increasing the willingness to purchase [27].

There is a close relationship between perceived value and purchase intention, that is, when consumers perceive that products or services have value, they are more likely to have purchase intention. In general, the relationship between perceived value and purchase intention emphasizes the importance of enterprises to improve the actual value of products or services, meet consumer demand, and strengthen brand image. In a highly competitive market environment, building and delivering high perceived value is one of the effective strategies to increase purchase intention [28].

Therefore, this study proposes the following hypothesis:

H3: Perceived value has a positive effect on purchase intention.

H3a: Functional value has a positive effect on purchase intention.

H3b: Social value has a positive effect on purchase intention.

H3c: Emotional value has a positive effect on purchase

intention.

2.4. The Mediating Role of Perceived Value

Perceived value directly affects the degree of consumer recognition of the brand. When a product or service can provide high quality, meet demand, competitive price and excellent performance, consumers are more likely to form a brand identity. This perceived value becomes the basis for shaping brand identity. Brand identity also has a positive effect on the construction of perceived value. Consumers' recognition of a brand will make them pay more attention to the added value of the brand's products or services. Brand identity makes consumers more willing to perceive more value under the framework of brand, thus strengthening the perceived value of products or services.

Perceived value directly affects consumers' purchase intention. When the perceived value is higher, consumers are more inclined to choose to buy. This is particularly evident in the decision-making process, because consumers are more willing to invest limited resources into products or services that they believe can bring greater value. By affecting perceived value, brand identity also indirectly affects purchase intention. When brand identity strengthens the positive perception of products or services and strengthens the perceived value, the purchase intention will increase accordingly. Brand identity has a lasting impact on building brand image, delivering brand value, and thus affecting purchase decisions.

Consumers' brand identity is often constructed through brand experience. When consumers feel more than expected value in the brand experience, this will strengthen the recognition of the brand, but also strengthen the perceived value. This positive experience will stimulate purchase intention.

Perceived value can play an intermediary role between brand identity and purchase intention, and play a bridge between the two. This mediating relationship emphasizes the key role of consumers' perceived value of products or services in the formation of brand identity and purchase intention. On the whole, perceived value plays an important intermediary role between brand identity and purchase intention. Emphasizing and improving the perceived value of products or services helps to build brand identity, thus promoting consumers' stronger purchase intention. In the environment of fierce market competition, enterprises need to focus on improving perceived value to promote the construction of brand identity and ultimately guide consumers to make positive purchase decisions.

Therefore, this study proposes the following hypothesis:

H4: Perceived value plays an intermediary role in the relationship between brand identity and purchase intention.

H4a: Functional value plays an intermediary role in the relationship between brand identity and purchase intention.

H4b: Emotional value plays an intermediary role in the relationship between brand identity and purchase intention.

H4c: Emotional value plays a mediating role in the relationship between brand identity and purchase intention.

3. Research Object and Questionnaire Design

3.1. Research Objects and Procedures

The survey subjects of this study were mainly consumers who purchased liquor. In order to improve the recovery rate

of the questionnaire, the questionnaire was collected online from February to March 2024. A total of 360 questionnaires were distributed and 346 were actually recovered. After removing the questionnaire with obvious errors, the final number of valid questionnaires was 331, and the effective recovery rate reached 91.94 %. The overall composition of the sample is shown in Table 1.

Table 1. General structure distribution of samples

Variables and classification		frequency	
Variables	classification	Number of people	Percent age
Gender	Male	256	77.34
	Women	75	22.66
Age	Under 25 years	85	25.68
	26-35 years old	84	25.38
	36-45 years old	79	23.87
	Over 46 years old	83	25.08
Level of education	Junior high school and below	73	22.05
	High school or vocational school	129	38.97
	College or undergraduate	95	28.70
	Master 's degree or above	34	10.27
Profession	Unemployed	66	19.94
	Students at school	18	5.44
	Civil servants or career establishment	106	32.02
	Enterprise employees	68	20.54
	Self-employed	73	22.05
Purchase Sichuan liquor through online platform	Yes	106	35.22
	No	195	64.78
Monthly income (yuan)	≤3000	59	17.82
	3001-6000	113	34.14
	6001-10000	81	24.47
	≥10000	78	23.57

3.2. Measurement of Constructs

The questions used in the questionnaire of this study are all from the literature, and it is further confirmed that the scale of the literature has the same research purpose as this study, so as to select the questionnaire content that meets the standard of reliability and validity in journal articles and dissertation research to refer to this study.

The measurement method of this questionnaire is divided into two parts. The first part is the open demographic variables, such as gender, age, education level, occupation and monthly income. The second part uses Likert Scale five-point scale. In addition to referring to the maturity scale of the original variables, the questionnaire combines the research purpose of this study, that is, the influence of digital background on the purchase intention of Sichuan liquor. The questionnaire content covering brand identity, perceived value and purchase intention is formed by the research on the influence of digital background on the purchase intention of Sichuan liquor.

3.2.1. Brand identity

The measurement of brand identity (BI) is mainly based on the mature scales of scholars such as Sun Naijuan [29], Yu Yaodong [26], Zhang Ran [30], etc., combined with the

research purpose of this paper, three measurement items are designed for brand identity. The specific items are 'Your purchase of Sichuan liquor is influenced by the cultural value attributes attached to the brand, because it conforms to your own values, so you will not hesitate to purchase' and 'You purchase Sichuan liquor because of the favor of the origin of the brand, so you will choose the brand' and so on.

3.2.2. Perceived value

The measurement of perceived value (PV) refers to the maturity scale developed by Sweeney and Soutar [31]. Combined with the research purpose of this paper, four measurement items are designed for functional value, three measurement items are designed for social value, and three measurement items are designed for emotional value. The specific items are 'I think the manufacturing process of Sichuan liquor is standard and strict' and 'I think buying Sichuan liquor will leave a good impression on others'.

3.2.3. Purchase intention

For the measurement of Purchase intention (PI), this study refers to the maturity scales of scholars such as Zhou Jing [32], Wang Xiaoyang [33], Dang Yiwei [34], etc., combined with the purpose of this study. Three measurement items were designed for the purchase intention, and the specific items were 'Under the same circumstances, you are more willing to buy Sichuan wine' and so on.

3.2.4. Control variables

This paper involves three variables: brand identity, perceived value and purchase intention, a total of 16 items. In the design of the questionnaire, the control variables selected three indicators: occupation, monthly income and whether to purchase Sichuan liquor through the online platform as the control variables of this study.

3.3. Data Processing

In this study, SPSS 26.0 was used for data entry, descriptive statistics and common method bias test. A structural equation model was established by AMOS 26.0 to examine the predictive effect of brand identity on purchase intention, as well as the multiple mediating effects between organizational identity and affective commitment. The Bootstrap estimation method with repeated sampling of 5000 times was used to test the mediating model and estimate the confidence interval.

3.4. Common Method Bias Test

This study only uses subjective reporting to collect data, which may introduce common method bias. In order to deal with this problem, Harman single factor analysis was performed on all the items in the three scales. The results showed that there were three characteristic quantities greater than 1, and the interpretation rate of the first factor was 28.61 %, less than 40 %, which means that the common method deviation interpretation of the data in this study was not obvious [35].

4. Empirical Analysis

4.1. Descriptive Statistics and Test of Reliability and Validity

In this study, perceived value includes three factors: functional value, social value and emotional value. The results show that the KMO value of the perceived value scale is 0.695, the Bartlett spherical test value is 398.033, and the significance level of the significance level is < 0.001. After

verifying the validity of the variables through exploratory factor analysis, confirmatory factor analysis was performed to confirm the convergent validity and discriminant validity of the tested construct.

Table 2. KMO values and Bartlett's sphericity test

Construct	KMO value	Bartlett sphericity test value	significance level
Brand identity	0.795	398.033	< 0.001
Functional value	0.814	447.842	< 0.001
Social value	0.776	539.960	< 0.001
Emotional value	0.740	445.698	< 0.001
Purchase intention	0.792	255.048	< 0.001

It can be seen from Table 2 that the load of each factor is higher than 0.645 ($p < 0.001$), and CR is greater than the recommended critical value of 0.70, which indicates that the scale is reliable. In addition, the average variance (AVE) values extracted were greater than 0.50, which confirmed its convergent validity. In addition, the Cronbach's α coefficient values of the constructs were all greater than 0.7, indicating that the scale was credible. Because the correlation values were less than the square root of the respective AVE, the

It can be seen from Table 3 that the average value of each construct is relatively high, indicating that the brand has achieved a positive brand image and effect in the minds of consumers. This shows that consumers have a strong sense of identity with the brand, believe that the value provided by the brand meets their expectations, and are willing to buy the brand's products or services. In addition, there is a significant positive correlation between brand identity and purchase intention ($p < 0.01$), which verifies Hypothesis H1; there is a

constructs showed acceptable discriminant validity (Table 3).

Table 3. Confirmatory Factor Analysis

Construct	item	factor load	Cronbach's α coefficient value	AVE	CR
Brand identity	1	0.953	0.832	0.666	0.855
	2	0.708			
	3	0.768			
Functional value	1	0.768	0.833	0.618	0.866
	2	0.806			
	3	0.790			
	4	0.781			
Social value	1	0.952	0.870	0.738	0.894
	2	0.814			
	3	0.804			
Emotional value	1	0.928	0.834	0.750	0.900
	2	0.815			
	3	0.851			
Purchase intention	1	0.812	0.767	0.618	0.829
	2	0.789			
	3	0.757			

significant positive correlation between brand identity and functional value, social value and emotional value ($p < 0.01$), which verifies the hypothesis H2, and also verifies the hypothesis H2a, H2b, H3c; the relationship between functional value, social value and emotional value and purchase intention was significantly positively correlated ($p < 0.01$), which verified the hypothesis H3, and also verified the hypothesis H3a, H3b and H3c.

Table 4. Mean, standard deviation and correlation matrix of each variable (n = 331)

Construct	M \pm SD	1	2	3	4	5
Brand identity	4.073 \pm 1.076	1				
Functional value	4.063 \pm 1.012	0.764**	1			
Social value	3.914 \pm 1.259	0.650**	0.721**	1		
Emotional value	3.597 \pm 1.216	0.673**	0.633**	0.882**	1	
Purchase intention	3.929 \pm 1.209	0.775**	0.679**	0.790**	0.722**	1

* *. At the 0.01 level (two-tailed), the correlation is significant.

4.2. Intermediary Analysis Based on SEM Model

Based on the relationship between relevant research and variables, this study constructs a multiple mediation model with brand identity as an independent variable. AMOS 28 software was used to establish a multiple mediation model as shown in Figure 1. The Bootstrap method was used to set up

5000 times of repeated sampling. The significance was judged according to whether the 95% confidence interval (CI) contained 0 [36]. In the mediating effect of functional value, social value and emotional value between brand identity and purchase intention, brand identity is used as a predictor variable. The results show that the fitting index of SEM model is good. The fitting degree table is shown in table 5.

Table 5. Fit index of model confirmatory factor analysis

Adaptation indicators	χ^2	χ^2/df	GFI	AGFI	RMSEA	NFI	CFI	IFI	PNFI
Recommended value	The smaller the better	<3	>0.9	>0.8	<0.08	>0.9	>0.9	>0.9	>0.5
Fitting value	85.814	0.876	0.969	0.957	0.037	0.974	0.977	0.943	0.795
Whether it meets the standards	YES	YES	YES	YES	YES	YES	YES	YES	YES

The standardized path coefficients between variables are shown in Figure 2. Brand identity can not only directly predict the purchase intention of Sichuan liquor ($\beta = 0.461$, $p < 0.01$), but also significantly positively predict functional value ($\beta = 0.595$, $p < 0.05$), social value ($\beta = 0.355$, $p < 0.01$) and

emotional value ($\beta = 0.234$, $p < 0.01$). Functional value significantly positively predicted the purchase intention of Sichuan liquor ($\beta = 0.424$, $p < 0.01$), social value significantly positively predicted the purchase intention of Sichuan liquor ($\beta = 0.537$, $p < 0.01$), and emotional value significantly

positively affected the purchase intention of Sichuan liquor ($\beta = 0.313, p < 0.01$). All path coefficients of direct effect and

mediating effect are significant, and the corresponding hypothesis test results are shown in Table 6.

Table 6. Hypothesis test results

Hypothesis	relationship	standardization path coefficient	T value	conclusion
H1 brand identity has a positive effect on purchase intention.	BI→PI	0.461***	11.451	support
H2a brand identity has a positive effect on functional value.	BI→FV	0.595***	13.076	support
H2b brand identity has a positive effect on social value.	BI→SV	0.355***	9.987	support
H2c brand identity has a positive effect on emotional value.	BI→EV	0.234***	6.618	support
H3a functional value has a positive effect on purchase intention.	FV→PI	0.424***	12.222	support
H3b social value has a positive effect on purchase intention.	SV→PI	0.537***	16.402	support
H3c emotional value has a positive effect on purchase intention.	EV→PI	0.313***	9.454	support

Table 7. Mediating effect analysis

	Standardized effect value	Boot SE	SE effect	Boot CI 95%		mediating effect
				Lower bound	upper bound	
Total effect	0.115	0.016	100%	0.077	0.139	support
Direct effect	0.018	0.013	15.65%	0.009	0.057	support
Total indirect effect	0.097	0.011	84.35%	0.061	0.103	support
path1: BI→FV→PI	0.059	0.009	51.30%	0.037	0.068	support
path2: BI→SV→PI	0.027	0.007	23.48%	0.049	0.120	support
path3: BI→EV→PI	0.011	0.001	9.57%	0.083	0.098	support

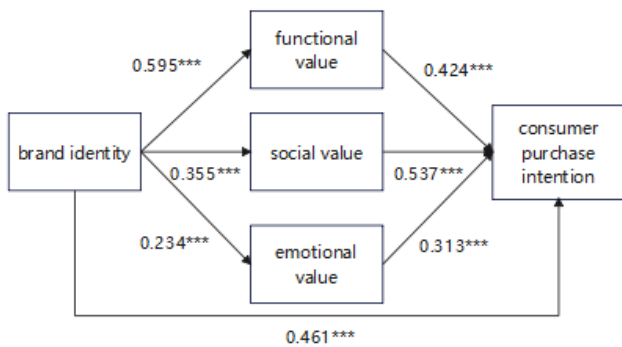


Figure 2. mediation model

The results of mediating effect analysis in Table 5 showed that the 95 % CI of the mediating effect of functional value, social value and emotional value did not include 0 [0.061,0.103], and the effect size was 84.35 %. Specifically, brand identity affects the purchase intention of Sichuan liquor through three indirect effects: first, the mediating effect of path 1 composed of brand identity → functional value → purchase intention is 0.059,95 % CI [0.037, 0.068], and the effect size is 51.30 %; second, the mediating effect of path 2 composed of brand identity → social value → purchase intention is 0.027,95 % CI [0.049, 0.120], and the effect size is 23.48 %. Third, the mediating effect of path 3 composed of brand identity → emotional value → purchase intention is 0.011,95 % CI [0.083, 0.098], and the effect size is 9.57 %.

So far, in the process of exploring the influence of brand identity on purchase intention, the effect of functional value, social value and emotional value in perceived value as separate mediating variables has been empirically supported.

5. Management Inspiration

5.1. Digital Brand Marketing

In the digital age, Sichuan liquor enterprises can actively display brand characteristics through digital channels such as social media and e-commerce platforms, and establish closer interaction with consumers [38]. This kind of digital brand

marketing helps to improve brand recognition, so that consumers can have a deeper understanding of the brand's story, culture and values, thus promoting the formation of purchase intention. [39] Through social media platforms, brands can directly interact with users, share brand information in real time, and deepen users' awareness and recognition of the brand.

Digital brand marketing is not just a simple display, but also through the analysis of user data to achieve personalized recommendation, to present users with products or services that meet their interests and needs, thereby enhancing the user's perceived value [40]. Through interactive, rich media digital content, brands can convey information more vividly, provide an interesting user experience, and further increase users' perceived value of the brand.

In addition, the close integration of digital brand marketing and e-commerce platform enables users to shop directly on the brand's digital platform. This improves the convenience of purchase and stimulates the user's willingness to buy. [41] Through digital advertising, social media promotion and e-mail marketing, brands can provide users with personalized offers and promotions, thereby enhancing the decision-making power of users' purchases. Through the interaction with users, personalized experience and data analysis, a successful digital brand marketing strategy helps to establish a strong brand identity, enhance perceived value, and ultimately promote the user's purchase decision, so that the brand in the competitive market to win the user's heart and mind.

5.2. Strengthen Brand Building

Brand building is crucial to the success of an enterprise. Studies have shown that brand identity directly affects purchase intention, so brand building cannot be ignored. First of all, by clearly positioning and creating a unique brand image, enterprises can strengthen the identity of Sichuan liquor in the hearts of consumers, thereby increasing purchase intention. Maintaining the consistency of the brand image is the key to achieve this goal. Whether in product packaging,

advertising or online and offline channels, we should maintain a consistent style to ensure the stability and identifiability of the brand image [42].

Secondly, quality and performance are the basis for establishing a good reputation of the brand in the minds of consumers. By providing high-quality products or services, companies can enhance the perceived value of the brand, thereby increasing consumer recognition. At the same time, the establishment of a positive brand culture is also a crucial part, through the establishment of resonance with the target consumers, so that they feel that the brand represents their values and lifestyles, thus deepening the brand identity [43].

Finally, creating opportunities for interaction and participation is an effective way to strengthen brand building. Social media activities, offline activities and other forms can increase the connection between consumers and brands and enhance the social influence of brands. By telling true and fascinating brand stories, companies can stimulate consumers' emotional resonance and increase their willingness to buy [44].

To sum up, strengthening brand building requires enterprises to comprehensively use various means, including consistency maintenance, innovation introduction, deep interaction and consumer establishment. This comprehensive strategic planning helps to create a unique brand image, enhance the brand's recognition and sense of value in the hearts of consumers, and ultimately promote the purchase intention.

5.3. Establish Brand Community

The establishment of brand community is an important means of brand building, which can deeply participate in consumers, enhance brand identity, enhance perceived value, and ultimately affect purchase intention. As a key channel to strengthen brand identity, the brand community establishes a community of Sichuan liquor lovers through online social platforms, promotes communication and interaction, and forms a closer brand relationship, thus positively affecting purchase intention [45].

In order to ensure the effectiveness of the brand community, first of all, enterprises should clarify the goals and values of the community. By attracting members who are interested in the core value of the brand, we can ensure that the goal of the brand community is consistent with the brand positioning, and achieve more effective brand relationship establishment. [46] At the same time, it emphasizes the core values of the brand, transmits the brand culture through the community, makes the members feel the resonance, and deepens their recognition of the brand.

Secondly, brand story and value resonance play a key role in the construction of brand community. By sharing the development process of the brand and the story behind it in the community, enterprises can deepen users' awareness and understanding of the brand and stimulate their interest. It encourages community members to share personal stories related to the brand, build empathy, and enhance community cohesion, thereby strengthening the emotional connection between the brand and the consumer [47].

In general, the establishment of brand community is a multi-level and all-round brand building strategy, which can deepen the relationship between brand and consumers and promote the formation of purchase intention through common interests, exchange values, brand stories and value resonance. This requires enterprises to focus on goal setting, value

transmission and user participation in community building to achieve more lasting and influential brand effects.

5.4. Emphasize the Emotional Connection of The Brand

Emotional connection is a key way to build brand identity and perceived value. Through emotional brand building, such as brand stories and cultural heritage, it can trigger consumers' emotional resonance at a deeper level, enhance brand identity, and indirectly enhance perceived value [48]. In terms of the emotional touch points of brand identity, shared values are an important means to establish a resonance between the brand and the target audience, and ensure that the brand values are in line with the core values of the target audience to create a common sense of identity [46]. In addition, through the establishment of a unique, fascinating brand story, to achieve identity, so that consumers feel with the brand has a profound identity, so as to be more emotionally connected.

In the emotional polishing of perceived value, emotional design is the key strategy to create a pleasant or resonant emotional experience by injecting emotional elements into product design, advertising and brand experience. [49] Brand language is also an important tool. The use of emotional brand language triggers consumers' emotional resonance and deepens the perceived value of the brand. In terms of emotional induction of purchase intention, brand trust is the core. By providing high-quality products and high-quality customer service, consumers can build up their trust in the brand and enhance their emotional security when purchasing. [50] Use emotional advertisements, such as story advertisements and touching emotional pictures, to stimulate positive emotions in purchase decisions and guide the formation of purchase intentions.

Co-experience and social interaction are the key steps in establishing the emotional bond of the brand community. Through the brand community to share the consumer's use experience and life fragments, create a common experience, and promote the emotional connection between community members. Actively interact with consumers on social media platforms, respond to their messages, share user stories, etc., and enhance the emotional bond between brands and consumers. Through the above ways, the brand can establish a deep emotional connection in the hearts of consumers, not only as a provider of products or services, but also a brand closely linked to consumer emotions [51]. This kind of emotional connection helps to enhance brand loyalty, and promotes consumers to be more inclined to choose brands and build long-term relationships.

6. Conclusion

Based on the academic research on brand identity and perceived value, this study takes Sichuan liquor as the research object, constructs a conceptual model with brand identity as the independent variable, purchase intention as the dependent variable and perceived value as the mediating variable, and puts forward the research hypothesis of this study. Through the collation and analysis of the questionnaire data, the following conclusions are drawn: First, brand identity has a significant positive impact on the purchase intention of Sichuan liquor; secondly, brand identity has a positive effect on perceived value. Among them, perceived value is divided into three dimensions: functional value, social value and emotional value, and the three have an

important impact on the purchase intention of Sichuan liquor, showing a significant positive relationship. Among them, brand identity has the greatest impact on functional value and the least impact on emotional value; thirdly, perceived value has a positive effect on purchase intention. Functional value, social value and emotional value have a positive correlation with purchase intention. Among them, purchase intention is most affected by social value and least affected by emotional value. Fourthly, perceived value plays an intermediary role in the relationship between brand identity and purchase intention of Sichuan liquor; that is, brand identity will not only directly affect consumers' purchase intention of Sichuan liquor, but also indirectly affect purchase intention through the functional value, social value and emotional value of perceived value. Fifth, the analysis of the perceived value of Sichuan liquor consumers and the application of win-win research are conducive to achieving the long-term goal effect of enterprises and consumers, and have very important practical guiding significance and decision-making guiding value for the healthy development of Sichuan liquor enterprises.

References

- [1] Zhang Min, Wu Shu, Peng Yuhong, et al. Development and test of cluster regional brand lock-in effect scale-taking Chinese liquor Golden Triangle (Sichuan liquor) as an example [J]. *Nankai Management Review*, 2019, 22 (3) : 112-121.
- [2] Application of hesitant fuzzy language PROMETHEE method in Sichuan liquor brand evaluation [J/OL]. *Control and decision-making*, 2019, 34 (12): 2727-2736.
- [3] Bu Pengcui, Feng Yonghui. Interaction among brand identity, brand experience and customer loyalty [J]. *Research on business economy*, 2021 (1): 82-85.
- [4] AJZEN I, DRIVER B L. Application of the Theory of Planned Behavior to Leisure Choice[J/OL]. *Journal of Leisure Research*, 1992, 24(3): 207-224.
- [5] Zhu Zhenzhong, Liu Fu, CHEN H (Allan). Ability or enthusiasm ? The impact of advertising appeals on consumer brand identity and purchase intention [J]. *Journal of Psychology*, 2020, 52 (3): 357-370.
- [6] Li Xianguo, Chen Ningjie, Zhang Xinsheng. The influence mechanism of perceived value of virtual brand community on purchase intention of new products-based on the dual intermediary perspective of group identity and brand identity [J/OL]. *China Circulation Economy*, 2017, 31 (2): 93-100.
- [7] Tong Jun, Li Jinchan, Wang Kai. Analysis and application of consumer perceived value of high-end liquor [J]. *China Brewing*, 2023, 42 (10): 250-255.
- [8] Dong Xiaoni. Mechanism of customer consumption identity affecting brand purchase intention: considering the mediating role of brand attitude [J]. *Business Economics Research*, 2023 (22): 76-79.
- [9] Chen Ruihua. Research on the influence of digital anchor interaction on consumers' purchase intention based on situational experiment [J]. *Research on business economy*, 2024 (4): 79-82.
- [10] Li Yinghao, Zhang Zhuo. Effects of Consumer Identity on Brand Purchase Intention [J/OL]. *Business Research*, 2013 (11): 74-79.
- [11] Li Beibei. Web Celebrity Live Cargo, Brand Identity and Consumer Purchasing Behavior [J]. *Commercial Economics Research*, 2022 (14): 83-85.
- [12] Wang Tingting, Liu Huijin. Virtual brand community interaction and repurchase behavior from the perspective of value co-creation-the moderating role of brand identity [J]. *Business Economics Research*, 2020 (23): 80-83.
- [13] Xiaoxian. Effects of consumer value perception on online agricultural product purchase intention [J]. *Business Economics Research*, 2022 (23): 63-66.
- [14] LEE S (Ally), JEONG M. Enhancing online brand experiences: An application of congruity theory [J/OL]. *International Journal of Hospitality Management*, 2014, 40: 49-58.
- [15] Luo Wei. Research on the influence of brand cultural attributes and consumer perceived value on purchase intention [D/OL]. Jinan University, 2022 [2024-03-26].
- [16] Wang Jianjun, Wang Lingyu, Wang Mengmeng. WOM, Perceived Value and Consumer Purchase Intention: Mediation and Moderation Test [J/OL]. *Journal of Management Engineering*, 2019, 33 (4): 80-87.
- [17] Huo Shenglu, Zhang Lin, Li Hai. Research on the interactive influence of perceived value and lottery purchase situation on sports lottery purchase intention [J/OL]. *Journal of Guangzhou Sport University*, 2022, 42 (5): 93-102.
- [18] Zhu Yi, Zhu Ruiting, Guo Wei. Social media advertising: perceived value, consumer co-creation and purchase intention exploration - analysis strategy based on ' SEM + machine learning' [J/OL]. *Management modernization*, 2023, 43 (4): 112-120.
- [19] Zhou Xianhua, Wang Xiaohan, Li Wenhui. Study on the influence of perceived value on green residential purchase intention [J/OL]. *Building economy*, 2021, 42 (8): 101-104.
- [20] Zhang Hebing, Li Chunling, Wei Sheng. Effects of online customer perceived quality and perceived value on purchase intention-from the perspective of consumer heterogeneity [J/OL]. *Enterprise Economics*, 2020 (5): 113-121.
- [21] Wang Bingcheng, Li Fengjuan. Effect of short video life scene restoration and virtual tactile fit on consumer purchase intention-the mediating role of perceived value [J/OL]. *China Circulation Economy*, 2022, 36 (7): 38-48.
- [22] Wang Zhoujizi, Liang Yan, Zhang Nan, et al. Research on the influence of consumer perceived value of virtual clothing on purchase intention [J/OL]. *Woolen Textile Technology*, 2023, 51 (11): 76-84.
- [23] Tan Xiaoqin, Li Pei. Study on the influence of clothing scene characteristics on purchase intention in the context of the universe-based on the mediating effect of perceived value and presence [J]. *Silk*, 2024, 61 (1): 86-95.
- [24] Gao Lixia, Liang Jun. Empirical research on the impact of perceived value on brand identity under different media [J]. *Business Economics Research*, 2016 (23): 43-46.
- [25] Dai Yuqian, Liu Xiaogang. The influence of clothing color perceived value on brand loyalty [J/OL]. *Textile Journal*, 2022, 43 (4): 147-152.
- [26] Yu Yaodong and Liu Lin. Research on brand value perception inducing consumers' impulsive buying behavior-the moderating effect of price sensitivity and brand identity [J/OL]. *Journal of Tianjin Vocational College of Commerce*, 2022, 10 (3): 54-66.
- [27] Ma Xiangyang, Xin Jiman, Wang Bo et al.. Study on the influence of cultural identity and regional brand resonance on consumers' purchase intention-the moderating effect of product involvement [J]. *Journal of Tianjin University (Social Science Edition)*, 2016, 18 (3): 224-230.
- [28] Li Chunxiao, Wang Yanzhen, Qu Hongjian. Research on the influence of Song Jin's cultural identity on consumers' purchase

- intention-the mediating role of brand cognition [J]. *Silk*, 2020, 57 (6): 11-17.
- [29] Sun Naijuan. Study on the influence mechanism of consumption rituals on brand attitude from the perspective of connection and identity - and the moderating effect of construal level [J]. *Business Economics Research*, 2022 (19): 62-66.
- [30] Zhang Ran. Research on the intermediary path of brand internalization to improve the brand performance of social organization employees-Empirical analysis based on the questionnaire survey data of employees in China 's non-profit sector [J/OL]. *Journal of Central University of Finance and Economics*, 2021 (11): 95-107.
- [31] SWEENEY J, SOUTAR G. Consumer Perceived Value: The Development of a Multiple Item Scale[J/OL]. *Journal of Retailing*, 2001, 77: 203-220.
- [32] Zhou Jing, Zhang Chuang, Li Zhenyue, et al.. Multi-level trust, role conflict and purchase decision of C2C micro-business buyers: research from the perspective of ' differential pattern ' [J]. *Journal of System Management*: 1-22.
- [33] Wang Xiaoyang. Online brand community, community commitment and purchase intention-the moderating effect of community type and perceived community brand similarity [J/OL]. *Modern Marketing* (2022 (9): 16-19. DOI: 10.19932 / j.cnki.22-1256 / F.2022.09.016.
- [34] Dang Yiwei, Zhao Yajun. Research on the influencing factors of consumers ' purchase behavior of agricultural and sideline products-Taking cross-border e-commerce platform as an example [J/OL]. *Modern Business*, 2022 (26): 36-39.
- [35] Tang Dandan, Wen Zhonglin. Common Method Bias Test: Problems and Suggestions [J/OL]. *Psychological Science*, 2020, 43 (1): 215-1
- [36] Wang Yubiao, Jiang Jin, Mei Tao. How does challenge-hindrane stress affect the multiple mediating effects of rural teachers ' job crafting-self-efficacy and emotional commitment [J/OL]. *Educational Academic Monthly*, 2023 (1): 89-97.
- [37] REDINE A, DESHPANDE S, JEBARAJAKIRTHY C, et al. Impulse buying: A systematic literature review and future research directions [J/OL]. *International Journal of Consumer Studies*, 2023, 47(1): 3-41.
- [38] WU J F, CHANG Y P. Multichannel integration quality, online perceived value and online purchase intention: A perspective of land-based retailers [J/OL]. *Internet Research*, 2016, 26(5): 1228-1248.
- [39] PHAM Q T, TRAN X P, MISRA S, et al. Relationship between Convenience, Perceived Value, and Repurchase Intention in Online Shopping in Vietnam [J/OL]. *Sustainability*, 2018, 10(1): 156.
- [40] JIMÉNEZ-CASTILLO D, SÁNCHEZ-FERNÁNDEZ R. The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention [J/OL]. *International Journal of Information Management*, 2019, 49: 366-376.
- [41] TRIVEDI J, KASILINGAM D, ARORA P, et al. The effect of augmented reality in mobile applications on consumers' online impulse purchase intention: The mediating role of perceived value [J/OL]. *Journal of Consumer Behaviour*, 2022, 21(4): 896-908.
- [42] ZHANG Z. Improving Consumer's Purchase Intention through Establishing Brand Story- The Moderating Role of Consumer Perceived Functional Value [J/OL]. *Advances in Economics, Management and Political Sciences*, 2023, 4: 599-614.
- [43] CHAE H, KIM S, LEE J, et al. Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency [J/OL]. *Journal of Business Research*, 2020, 120: 398-406.
- [44] JOSHI Y, UNİYAL D P, SANGROYA D. Investigating consumers' green purchase intention: Examining the role of economic value, emotional value and perceived marketplace influence [J/OL]. *Journal of Cleaner Production*, 2021, 328: 129638.
- [45] HAN B. The relationship between perceived brand globalness/localness and purchase intention: exploring the role of consumer-brand identification with underdog positioning [J/OL]. *Journal of Product & Brand Management*, 2022, 32(4): 632-644.
- [46] LUO B, SUN Y. Understanding the Influence of Consumers' Perceived Value on Energy-Saving Products Purchase Intention [J/OL]. *Frontiers in Psychology*, 2022, 12 [2024-03-09].
- [47] SRIVASTAVA A, MUKHERJEE S, DATTA B, et al. Impact of perceived value on the online purchase intention of base of the pyramid consumers [J/OL]. *International Journal of Consumer Studies*, 2023, 47(4): 1291-1314.
- [48] ZHANG G, WANG C L, LIU J, et al. Why do consumers prefer a hometown geographical indication brand? Exploring the role of consumer identification with the brand and psychological ownership [J/OL]. *International Journal of Consumer Studies*, 2023, 47(1): 74-85.
- [49] UM N H, JANG A. Impact of celebrity endorsement type on consumers' brand and advertisement perception and purchase intention [J/OL]. *Social Behavior and Personality: an international journal*, 2020, 48(4): 1-10.
- [50] JENG S P, LO M F. Lowest price guarantees on airline websites: Perceived believability, perceived value, and purchase intentions [J/OL]. *Journal of Air Transport Management*, 2019, 75: 85-91.
- [51] JAIN S. Exploring relationship between value perception and luxury purchase intention: A case of Indian millennials [J/OL]. *Journal of Fashion Marketing and Management: An International Journal*, 2019, 23(4): 414-439.