

The Influence of Experiential Marketing on Sichuan Consumers' Purchase Intention to Buy SD Liquor Based on SOR Theory

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Abstract: Liquor occupies a significant position in Sichuan and has a large consumer group to share its joys. With the rapid development of the Sichuan economy and the continuous increase in the income of urban residents, people have specific requirements for the quality of life and food quality, and the consumption concept is gradually changing. Based on the experiential marketing activities of the SD liquor industry, this paper studied the influence of experiential marketing on consumer purchase intention in Sichuan. Starting from the (SOR) theory (external stimuli, individual states, individual responses), the five dimensions of experience elements in a sense, feel, think, act, and relate along with mediating factors of perceived value and brand trust relating to purchase intention.

Keywords: Experiential Marketing; Purchase Intention; SD Liquor; SOR Theory

1. Introduction

Liquor occupies a significant position in Sichuan and has a large consumer group to share its joys. With the rapid development of the Sichuan economy and the continuous increase in the income of urban residents, people have specific requirements for the quality of life and food quality, and the consumption concept is gradually changing. However, the "eight regulations" and "six prohibitions" promulgated by the state and a series of restrictions on "three public" consumption policies, as well as the continuous price increase of high-end liquor and the implementation of "limited" policies by some wine companies, make high-end liquor the sales of sub-high-end liquor are limited, thus giving the sub-high-end liquor market a broad sales space, driving sub-high-end liquor into the stage of accelerated development, and ushering in the golden age of sub-high-end liquor. S Liquor's SD series is the leader in the sub-high-end liquor market, and its successful experience is worthy of study and reference by other liquor brands of the same type in the Chinese market.

2. Theoretical Basis

2.1 The concept of experience and the experience economy

Experience marketing is produced with the advent of the era of the experience economy. In different economic times, different economic marketing models need to exist. Pine; & Gilmore (1998)^[1] first proposed the concept of experiential marketing and defined experiential marketing as the activities that enterprises carry out around consumers. In this event, the company uses commodities as props services and aims to create unforgettable memories.

2.2 Dimensions of experiential marketing in liquor consumption

Pine; & Gilmore (1998) described experiential marketing from five aspects: sense, emotion, thinking, action, and association, and believed that the combined effect of rationality and emotion made consumers generate transactions. Schmitt (1999)^[2] made a systematic discussion on experiential marketing and classified it into five "strategic experience modules" according to the different experience forms, namely sensory experience (Sense), emotional experience (Feel), thinking experience (Think), Action experience (Act) and associated experience (Relate).

2.3 The relationship between experiential marketing and purchase intention

The fun that consumers generate in consumption behavior can guide consumers to choose a particular commodity or service and increase their purchasing behavior. Pleasure includes the enjoyment of the product itself and the emotional resonance the product evokes.

3. Understanding the Influence of Experiential Marketing on Sichuan Consumers' Purchase Intention to Buy SD Liquor Based on SOR

3.1 The SOR (stimulus-organism-response)

The effect of the environment on human behavior is produced through human psychology. Mehrabian; & Russell (1974)^[3] put forward the environmental stimulus-organism-response model from ecological psychology. From the perspective of "input-output,"

the model proposes that the stimulus variable (S) is an external influence that affects individual states such as consumer perception and cognition (mechanism variable (O)) and then affects the consumer's perception and cognition. Intrinsic or extrinsic responses impact (response variable (R)).

3.2 S-O-R model relating to purchase intention in liquor sale

S-O-R represents Stimulus, Organism, and Response. This theory based on psychology explains that the stimulus is the impulse that contains a statement. Organism means individuals respond to the effects, reactions, responses, and answers. This theory explains that a report was delivered to the individual should meet the needs of the individual, either material or non-material. The material intended is liquor. The non-material includes a sense of pleasure and wants to be noticed and appreciated by others (Portal: et al. 2019)^[4]. The S-O-R strategy can be effective in liquor sales in the Sichuan huge market since liquor sales can affect both material and non-material intentions for pleasure and appreciation.

4. The Conceptual Framework for the Research Study

First From a practical point of view, experiential marketing, as a new marketing theory, is mainly applied in industries with strong interaction and innovation, which has natural advantages. Previous research on experiential marketing has also been distributed primarily in travel, shopping channels, customized menswear, smartphones, and online story advertising. As a more traditional industry, liquor has gradually formed a mature marketing framework in long-term development (Chang. 2021)^[5].

Second The data behind these trends can be used to create models to understand each component of customer purchase intentions better. This research provides industry figures and practitioners with empirical data for planning initiatives and expanding the current body of knowledge. The applied results of this research will provide consumers with a better buying experience (Mou: et al. 2020)^[6].

5. The Countermeasures for Influence of Experiential Marketing on Sichuan Consumers' Purchase Intention to Buy SD Liquor Based on SOR

5.1 Experiential marketing

Enterprises design marketing concepts from the aspects of senses, emotions, thinking, actions and associations and use products or services as props to stimulate and meet customer experience needs to achieve the marketing model of enterprise goals.

5.2 Consumer intention

That is the probability that consumers are willing to take a specific purchase behavior. Consumers' attitudes towards a product or brand, combined with external factors, constitute consumers' purchase intention. Purchase intention can be regarded as the subjective tendency of consumers to choose a specific product, and it has been proved that it can be used as a predictor of consumer behavior as an essential indicator.

5.3 SD type of liquor

SD series is the leader in the sub-high-end liquor market, and its successful experience is worthy of study and reference by other liquor brands of the same type in the Chinese market.

5.4 SOR Theory

They are also known as stimulus-response theory, a theory of consumer behavior under the influence of conditioning experiments, the "stimulus-response learning theory" (also known as "behavioral learning theory").

5.5 Action experience

The goal is to affect the physical experience, life forms, and interactions of the body. Mobile marketing enriches customers' lives by augmenting their physical experience, pointing out alternative ways of doing things, alternative lifestyles, and interactions.

6. Conclusion

A high-quality experience can provide potential consumers with objective and accurate product information and increase their willingness to purchase. Therefore, wine companies should strengthen communication and communication with consumers and encourage consumers to increase purchases based on the actual quality of products or services. In addition, the action experience represents consumers' praise or criticism of offline activities and has an essential impact on potential consumers' choices and purchases. Suppose their products or services have received the first praise from consumers. In that case, wine companies should take the form of more in-depth experience activities to remind and encourage consumers to pursue a better quality of life in life and work. Use the high-quality grade of life to establish the wine company's good image and reputation. At the same time, wine companies should conduct customer return visits to consumers who purchase SD wine products, explore the deficiencies of products or services, and take countermeasures to deal with related problems to avoid consumers dissatisfied with the products or services giving negative comments.

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