การตลาดบนสื่อสังคมออนไลน์ที่ส่งผลต่อความตั้งใจในการซื้อสุราของผู้บริโภค
ในเมืองกุ้ยโจว สาธารณรัฐประชาชนจีน
Social Media Marketing and Its Effects on Liquor Purchasing Intentions of Consumers in Guizhou Province, People' s Republic of China

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บทคัดย่อ

　　　　การวิจัยนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาระดับการตลาดบนสื่อสังคมออนไลน์ และความตั้งใจในการซื้อสุราของผู้บริโภค ในเมืองกุ้ยโจว สาธารณรัฐประชาชนจีน และ 2) เพื่อศึกษาผลกระทบของการตลาดบนสื่อสังคมออนไลน์ต่อความตั้งใจในการซื้อสุราของผู้บริโภค ในเมืองกุ้ยโจว สาธารณรัฐประชาชนจีน การศึกษานี้ใช้วิธีการเชิงปริมาณ โดยมุ่งเน้นไปที่ผู้บริโภคที่ซื้อสุราในเมืองกุ้ยโจว สาธารณรัฐประชาชนจีน กลุ่มตัวอย่างประกอบด้วยผู้บริโภค 387 ราย และเก็บรวบรวมข้อมูลโดยการสำรวจผ่านแบบสอบถามออนไลน์ ใช้โปรแกรมสำเร็จรูปทางสถิติเพื่อวิเคราะห์ข้อมูล เทคนิคการวิเคราะห์ ได้แก่ ความถี่ เปอร์เซ็นต์ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์การถดถอยพหุคูณ ผลการวิจัย พบว่า การตลาดบนสื่อสังคมออนไลน์โดยรวมอยู่ในระดับสูง องค์ประกอบทุกด้านของการตลาดผ่านสื่อสังคม ได้แก่ ความบันเทิง การโต้ตอบ ความทันสมัย การปรับแต่ง และการบอกต่อ มีคะแนนเฉลี่ยในระดับสูงเช่นกัน ในขณะเดียวกัน ค่าเฉลี่ยของความตั้งใจในการซื้อสุราของผู้บริโภคโดยรวมมีการรายงานอยู่ในระดับสูง นอกจากนั้น ผลการวิจัยยังชี้ให้เห็นว่าการตลาดผ่านสื่อสังคมมีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจในการซื้อสุราของผู้บริโภค การตลาดบนสื่อสังคมออนไลน์สามารถคาดการณ์ความตั้งใจซื้อสุราของผู้บริโภคได้ร้อยละ 56.90 โดยมีนัยสำคัญทางสถิติที่ระดับ 0.05 การศึกษานี้นำเสนอข้อมูลเชิงลึกที่มีคุณค่าสำหรับธุรกิจสุรา โดยการระบุกลยุทธ์ที่มีอยู่ของการตลาดบนสื่อสังคมออนไลน์ ความสำคัญของการใช้สื่อสังคมในการกระตุ้นความตั้งใจซื้อสุราของผู้บริโภคได้ซึ่งช่วยให้ธุรกิจสุราสามารถปรับกลยุทธ์การตลาดของตนให้เหมาะสมได้

คำสำคัญ: การตลาดสื่อสังคม ความตั้งใจซื้อ สุรา

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Abstract

This research aims to 1) study the level of social media marketing and consumer liquor purchasing intention in Guizhou Province, People's Republic of China, and 2) examine the effect of social media marketing on consumer liquor purchasing intention in Guizhou. The study employed a quantitative approach, focusing on consumers who purchased liquor in Guizhou. The sample comprised 387 consumers, with data collected through an online questionnaire survey. Statistical software was utilized to analyze the data using frequency, percentage, mean, standard deviation, and multiple regression analysis.The results revealed that the overall level of social media marketing was high. All components of social media marketing, including entertainment, interactivity, trendiness, customization, and word-of-mouth, also exhibited high mean scores. Similarly, the overall consumer liquor purchasing intention was reported at a high level. The findings indicated that social media marketing had a significant positive impact on consumers' liquor purchasing intention. Social media marketing could predict consumers' liquor purchasing intention at 56.90 percent, with statistical significance at the 0.05 level. This study provides valuable insights for the liquor industry by identifying existing social media marketing strategies. The importance of leveraging social media to stimulate consumer purchasing intention is highlighted, enabling liquor businesses to adapt their marketing strategies accordingly. These findings can help liquor enterprises optimize their social media marketing approaches to effectively influence consumer purchasing decisions.

Keywords: Social Media Marketing, Purchasing Intention, Liquor

Introduction

From traditional techniques passed down through generations to modern innovations, its production reflects a blend of tradition and innovation. The diverse range of flavors and aromas, often derived from unique ingredients and fermentation processes, adds to its allure. Moreover, the burgeoning market presents ample opportunities for growth and exploration within the industry. The People's Republic of China has a long history of alcohol consumption, with liquor-making dating back 9,000 years. China's liquor industry is advancing to the stage of high-quality development, with a long history and broad market prospects. Liquor is an essential tool for social communication and a necessity for commercial banquets (Wu, 2019). The liquor industry is green and pollution-free, with high profitability and a strong ability to promote employment. It has prominent advantages and is a key industry in Guizhou at the present stage. This indicates that the Guizhou liquor industry is highly competitive, and Guizhou liquor has begun to pay more attention to product quality and the market as a whole (Dong & Xu, 2019). Guizhou is a major producer of nationally flavored liquor, and there are many liquor brands in the Guizhou region. In 2010, the Guizhou Provincial Party Committee and provincial government issued a series of policy documents to promote the rapid development of the Guizhou liquor industry, deepen the reform of the liquor industry, and facilitate rapid development within the province. According to the statistics of the China Business Information Network, Guizhou liquor production has increased year by year from 2010 to the present. Chinese liquor culture has a long history. Since ancient times, liquor has been carried forward on the land of China as an important medium for communication, celebration, and the expression of emotions. Guizhou, as one of the famous liquor-producing areas in China, with rich natural resources and profound cultural heritage, makes Guizhou liquor shine in the world. Liquor consumers have unprecedented freedom and autonomy, and the actual market demand is becoming critical information for many liquor enterprises (Jiang, 2015). China has experienced growth from a low-income country to a middle- and upper-income country over the past few decades (Liu et al., 2022). In this context, the market environment that Chinese liquor enterprises rely on for survival is gradually changing from a seller's market to a buyer's market. The average annual consumption of alcoholic beverages per capita increased from 4.9 liters in 2003 - 2005 to 7.2 liters in 2016, and the average consumption of regular drinkers was 12.9 liters per capita in 2016 (Wang et al., 2019). China is a significant wine production and export country, producing 740.73 million liters of liquor in 2020. According to Chinese customs data, China's wine exports amounted to 14.246 million liters, valued at 459.912 million dollars, and imports amounted to 11.427 million dollars. Chinese wine is an essential carrier of Chinese culture in the world (Hu & Zeng, 2022).

Social media marketing is defined as using electronic and Internet tools to share and discuss information and experiences with others more effectively. The role of social media in a company's marketing campaign is to build a close relationship between the customer and the company and to provide the company with easy access to the customer. Social media has enabled businesses to expand their geographic reach, strengthen brand evaluation, and build closer ties with customers. Customers have gained power and control over the marketing communication process through social media and have become creators, collaborators, and commentators of information. It is becoming increasingly important for marketers to strategically use and leverage social media for competitive advantage and performance excellence (Li et al., 2021).

Based on this issue, some marketing theories, methods, and practices began to be valued by the liquor industry. In terms of applying marketing strategies, how to quickly and effectively achieve the high-quality industrial capacity of liquor enterprises and increase product sales is the critical point for enterprises to deal with the complex liquor market environment at present (Lan, 2017). The use of social media can strengthen brand evaluation, expand geographical coverage, and enhance contact with customers. Social media, defined as the use of electronic Internet tools, can effectively share and discuss a company's products with other consumers. Most social media platforms provide users with interactive solutions such as chat, email, video, text-document sharing, blogs, and newsgroups (Mayfield, 2007). Social media promotes mutual enrichment through dialogue, communication, and participation, improving conditions for consumers and buyers in the purchasing process. It also reduces coordination and transfer costs by influencing customer perception of value, making it an important marketing strategy (Bazrkar et al., 2021). Social media marketing is a cost-effective marketing tool, which is why it is often used by small and medium-sized enterprises.

Nevertheless, in terms of business operation, the liquor industry faces many difficulties (Hui et al., 2021), such as vulnerability to price adjustments and international trade policies, high competition, soaring energy prices, and uncertain climate change. Moreover, despite numerous studies investigating the determinants of consumer purchase intention in China, there is a gap in the literature regarding the relationship between consumer purchase intention and social media marketing. Therefore, this study emphasizes social media marketing and its influence on the liquor purchase intention of consumers in Guizhou province. Our intuitive and empirical study of social media strategies includes five components: entertainment, customization, interactivity, word-of-mouth, and trendiness. This study contributes to the literature by investigating social media marketing and its effects on the liquor purchasing intentions of consumers within the context of Guizhou, People's Republic of China. It also offers academic and practical insights into understanding which social media marketing strategies influence consumers' purchase intentions for liquor. Additionally, the study highlights some pitfalls of relying on social media, providing insights that could help liquor enterprises leverage social media marketing to stimulate consumer purchase intention effectively.

Research Objectives
The objectives of this research are as shown below :

1. To study the level of social media marketing and consumer purchasing intention of liquor enterprises in Guizhou, People's Republic of China.

2. To study the effect of social media marketing on consumer purchasing intention of liquor enterprises in Guizhou, People's Republic of China.

Literature Review
1. Social Media Marketing
Social media marketing activities are defined as effective marketing methods. To establish a strong brand image in the eyes of consumers, many companies use social media marketing activities to promote products and understand consumer needs on social media. Entrepreneurs and businesses can greatly benefit from leveraging social media, as it not only helps them spot opportunities but also enhances their products and services. Using social media for promotion is cost-effective and one of the most flexible methods available to entrepreneurs for engaging their target audience and boosting sales (Khoeun et al., 2023). Social media is revolutionizing the liquor consumption market, making it difficult for traditional marketing and single sales channels to match consumer habits and product purchase demand. China's Internet ecosystem has become increasingly mature, with an average daily online time of more than 4 hours by 2021. Instagram is the most popular and important platform for social media marketing research in existing studies, accounting for 32% of all social media research, followed by YouTube at 19%, and blogs at 13%. Facebook, Sina Weibo, Twitter, and WeChat have received less attention, accounting for the remaining proportions, with only 3% of studies on Sina Weibo and even less on WeChat, accounting for only 1%. In total, only 4% of all social media marketing studies were conducted in the context of Chinese social media platforms. While Instagram is one of the more strategic channels for influencer marketing campaigns, more research is needed to look at other social media platforms, as consumer behavior or brand actions can vary depending on the nature and characteristics of each platform. According to iiMedia Research, China's mobile social users exceeded 900 million in 2020, an increase of 7.1% from 2019. As of September 2020, Sina Weibo had 511 million active users, with an average of 224 million daily active users. The post-90s and post-00s generations accounted for nearly 80% of Weibo users. As China's leading social media platform, Sina Weibo has high research value (Gao, 2022). Liquor enterprises use the Internet to innovate their marketing models better to meet consumer demand for personalized and differentiated liquor products. Social media marketing is a cost-effective marketing tool, so it is often used by small and medium-sized enterprises. It consists of the following components:

Entertainment: The entertainment aspect of social media marketing refers to the experience marketers create for consumers to feel fun and playful when using social media platforms (Ashley & Tuten, 2015). Brand pages with video clips, pictures, and stories can be more effective in capturing consumers' attention (Merrilees, 2016). Companies must invest in social media marketing to build emotional connections with consumers, as deeper interactions can lead to better judgments. Consumers can shop and improve products with merchants and other consumers through social media.

Interaction: The degree to which social media integration provides opportunities for a two-way exchange of views and information sharing is called social media marketing interaction (Daugherty, 2008). Encouraging users to participate in discussions on social media platforms is an important aspect for corporate marketers (Manthiou, 2013). In social media, the accuracy of interactive information can change consumers' attitudes towards brands, and brand attitude will affect consumers' purchase intentions and behavior.

Word of Mouth: This study focuses on online word of mouth in social media marketing, which refers to potential, actual, or former consumers who use social media platforms to communicate about products, brands, or companies. The level of online word of mouth refers to the extent to which consumers exchange, disseminate, and upload information (Kudeshia & Kumar, 2017). Online word of mouth has more credibility, empathy, and relevance than the messages brands generate online (Gruen, 2006). Online word of mouth is an essential part of social media marketing, as consumers often turn to previous consumer comments before making a purchase decision. According to the "2021 China Online Shopping User Survey Report," consumers pay more attention to online word of mouth, followed by commodity price and merchant reputation. The reason is that consumers, unable to access physical commodities on social networks, proactively collect relevant information about commodities in advance as a reference (Jingjing, 2019).

Trendiness: The trendiness of social media marketing refers to the extent to which brands communicate the latest and trendiest (i.e., "trending") messages. Social media provides consumers with the latest information and hot topics to get their attention. Consumers increasingly search for and obtain product-related information through social media platforms (Becker et al., 2011). This usage can help marketers provide consumers with up-to-date information about hot topics, thereby creating value by reducing information search efforts (Becker et al., 2011). Trend information on social media covers four motivations: supervision, knowledge, per-purchase information, and inspiration. Supervision is the observation of updates in a consumer's social environment, knowledge is the information a brand provides, per-purchase information is product reviews, and inspiration is how consumers track information related to the brand and get new ideas.

Customization: The degree to which social media channels provide customized information search and services is referred to as the customization of social media (Jacob, 2020), and products and information that meet consumer preferences are also categorized as the customization of social media (Godey et al., 2016). Customizing messages for specific users and promoting products to specific user groups of interest (Chan & Guillet, 2011) enables brands to target specific audiences through personalized information on social media, making customized services and information more conducive to consumer use of social media.

2. Consumer Purchasing Intention

Consumers' purchase intention is a relatively complex activity influenced by the interaction between internal and external factors. Purchase intention is the psychological manifestation of consumers seeking satisfaction of their demands, which can be said to be the prelude to purchase behavior (Liu, 2015). Similarly, Lin et al. (2011) viewed purchase intention as the psychological state of a consumer intending to buy a particular brand within a certain timeframe, as well as the probability and possibility of the consumer making an actual purchase. Purchase intention is also described as the likelihood that a consumer is inclined to buy specific products, indicating that a higher Purchase Intention corresponds to a greater probability of purchase (Lee & Olafsson, 2009). Whether consumers take action to buy or not depends on their purchase intention of the product. Consumers' purchase behavior is dynamic, impulsive, and transitional (Zheng & Yu, 2016). The results of the study indicate that consumers' online shopping behavior is affected by many factors, such as demographic factors. Social factors Consumer online shopping experience Knowledge about using the internet and computers website design social media Situational factors Facilitation conditions Product features Promotional format Payment options Shipping and after-sales service It plays an important role in online shopping. (Pandey & Parmar, 2019). The influence of consumers' purchase intention is studied from the perspective of innovation diffusion theory. Social media market can exert a particular influence on consumers' purchase intention through informal channels, and such influence is related to the quality of recommendation information and the characteristics of information transmission (Liang et al., 2018).

3. The influence of Social Media Marketing on Consumers' Purchase Intention

Social media is viewed as an important factor in the current business context that influence consumer purchase intention. Social media has emerged as an alternative communication tool, enhancing existing relationships and activities in an enjoyable manner, thus enriching user experiences. Additionally, the growing
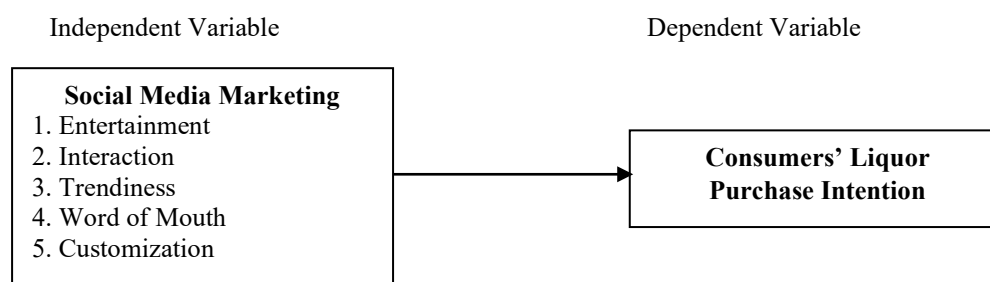
use of social media offers a platform for promoting brands and influencing consumers' purchasing preferences and decisions (Gautam & Sharma, 2017). Consumers' intention to purchase is largely influenced by the level of satisfaction they anticipate and experience. If a brand meets their expectations, they are likely to become loyal customers. However, if the brand falls short, consumers might engage in negative word-of-mouth about it (Shahid et al., 2017). Prior literature found that social media marketing has an influence on consumer purchasing intention. For instance, Alalwan (2018) found that when customers perceive social media content as aligned with their preferences and interests, they are more likely to purchase the advertised products. Those who see social media marketing as relevant to their needs will view it as more beneficial and effective. Further, consumers share content with positive, negative, and neutral sentiments about products and services, which their friends and acquaintances view, reflect upon, and act on, shaping the interactive nature of social media marketing (Onofrei et al., 2022). On social media, users engage with friends while sharing memorable moments that help them express their identity and simultaneously disseminate product information (Wang et al., 2021). Such functions of social media, if used as a marketing strategy, will have a positive effect on stimulating consumers' purchase intentions. Moreover et al. (2019) addressed that a growing number of consumers are turning to the internet and dedicating more time to information searches, significantly influencing their purchasing decisions. Unlike traditional communication methods, social media marketing offers a more genuine interaction, aiming to showcase the true essence of the brand rather than manipulating its image.

In addition, social media engagement in the liquor sector includes actions like clicking on liquor ads on non-branded websites, intentionally visiting branded websites, entering online contests, following alcohol-branded social media accounts, liking or sharing liquor-branded posts, and receiving brand updates through digital channels. Such active interaction with brand messages is closely linked to increased brand trust, positive attitudes towards the brand, and higher purchase intentions (Beukeboom et al., 2015). Consumers' participation in liquor enterprises on social media has a range of promotional effects, including increased sales, customer satisfaction, and overall competitiveness. Therefore, social media marketing is the primary goal of building an intimate relationship with current and potential consumers to purchase liquor products through effective messages.

According to the above review of literature, we therefore propose that,

Hypothesis : Social media marketing has positively influenced liquor purchase intention of consumers in Guizhou, People Republic of China.

Figure 1 shows the conceptual framework constructed from existing frameworks in prevalent previous studies.

Independent Variable   Dependent Variable

| **Social Media Marketing** |
| 1. Entertainment |
| 2. Interaction |
| 3. Trendiness |
| 4. Word of Mouth |
| 5. Customization |

Consumers' Liquor Purchase Intention

Figure 1: Conceptual framework
Source : Literature Review

Methodology

1. Population and Sample

Population of this study was consumers who lived in Guizhou province, People Republic of China, and had experienced in purchasing liquor. The number of this consumers is large and unknown; thus, the sample size was calculated by using Cochran's formula with a confidence of 95% and an error of 5% (Cochran, 1953). It resulted in the sample size of 384 consumers. However, after delivering the questionnaire, there were 387 responses answering the questionnaire. Therefore, the final sample size for statistical analysis was 387 which represented for the population of the research.

2. Research Tools

A questionnaire was developed according to the literature reviews related to social media marketing and purchase intention. The first part of the questionnaire focuses on the respondents' demographic information. The second and third parts of the questionnaire were adopted from the previous research, and used a

Likert 5 scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The social media marketing items adopted from Moslehpour et al. (2021), Laksamana (2018), Cheung et al. (2020) (19 questions). The third part is the consumers' liquor purchase intention, adopted from Alalwan (2018), Moslehpour et al. (2021), Laksamana (2018). Then, the item objective congruence index of item objective congruence (IOC) value of the problem was calculated using Rovinelli and Hambleton (1997) formula. All values range between 0.917 - 1.00.

The research was carried out in China, necessitating the translation of all items into Chinese using the back-translation method. Following the guidelines provided by Beaton et al. (2002), we established cross-cultural adaptation procedures for translating and validating the questionnaire. To assess the internal consistency of the questionnaire, a pre-test involving a specific sample of 30 participants was conducted, utilizing Cronbach's alpha (1951) value as recommended by Hair et al. (2010). The results are shown in Table 1. They show a reliability value higher than the value of 0.9. Social media marketing strategy is 0.984, and consumer purchase intention is 0.917. Therefore, it can be concluded that the questionnaire has a high reliability (Hair et al., 2010).

Table 1 Questionnaire's reliability value

Variable	Number of Questions	Cronbach's Alpha Coefficient
Social Media Marketing	19	0.984
Consumers' Purchase Intention	4	0.917

3. Data Collection

The researchers conducted data collection in Guizhou province, People Republic of China. Software program was used to generate both the digital questionnaire and QR code. Before the distribution and retrieval of the surveys, the researchers provided a letter and sent to liquor retailers asking for their assistance to forward the online questionnaire link and QR code to consumers who purchased liquor at their shops. Therefore, convenience sampling was used in this research. The data collection process took three months between May 20, 2023 to August 20, 2023. It resulted in receiving valid and usable 387 questionnaires using this method.

4. Statistical Analysis

This study utilized descriptive statistics alongside multiple regression analysis. Descriptive statistics, including frequency and percentage values, were employed to examine the demographic data of participants (gender, age, education level, monthly income, cost of buying liquor per time, frequency per month, and platform of buying). The interpretation of mean values follows a scale ranging from strongly disagree (1.00 - 1.80), disagree (1.81 - 2.60), moderate (2.61- 3.40), agree (3.41 - 4.20), to strongly agree (4.21 - 5.00) (Pimentel, 2010). Analysis of the Pearson correlation coefficient and testing of hypotheses were conducted using multiple regression analysis. The results of analysis then presented in tables, descriptions and summaries.

Results and Discussion

1. Demographic Information

Table 2 shows demographic information of all respondents who answered the questionnaire in this study. All of them lived in Guizhou province, People Republic of China. The results of demographic information provide a preliminary analysis of the 387 respondents in this study. The majority of respondents were male (n = 204, 52.71%) and 35.92% (n = 139) of respondents were under the age of 31 - 40 years old. Most of respondents (n = 230, 59.43%) had a bachelor's degree in education. The monthly income of most respondents was between ¥4001 - ¥6000 (n = 183, 47.62%,). When investigating their spending on liquor per time, most of them spent below ¥3,000 (n = 124, 32.04%). Apart from that, majority of respondents bought liquor 1 - 3 times per month (n = 309, 79.84%). When asked what platform to purchase liquor, most respondents chose to purchase liquor via Taobao platform (n = 195, 50.39%).

Table 2 Demographic information on respondents

Participations' Information		Frequency (n = 387)	Percent
Gender	Male	204	52.71
	Female	183	47.29
Age	21 - 30 years old	138	35.66
	31 - 40 years old	139	35.92
	40 - 50 years old	76	19.64
	Above 51 years old	34	8.79
Education	Lower than a bachelor's degree	142	36.69
	A bachelor's degree	230	59.43
	Master's degree or above	15	3.88
Income/month	Less than ¥4,000	79	20.41
	¥4001 - ¥6000	183	47.29
	¥6001 - ¥8000	97	25.06
	More than ¥8,000	28	7.24
Cost of purchasing liquor per time	Below ¥3,000	124	32.04
	¥3001 - ¥6000	59	15.25
	¥6001 - ¥8000	93	24.03
	More than ¥8,000	111	28.68
Frequency of purchasing/month	1 - 3 times	309	79.84
	More than 3times	78	20.16
Platform of purchasing	WeChat	99	25.58
	Taobao	195	50.39
	Company website	68	17.57
	Other Please specify	25	6.46

2. Results of social media marketing and purchase intention levels

Table 3 Results of the levels of social media marketing

Social media marketing strategies	Statistical Value		Interpretation
	$\bar{x}$	S.D.	
Entertainment	3.99	0.99	Agree
Interaction	3.64	1.02	Agree
Trendiness	3.74	0.94	Agree
Customization	3.85	0.87	Agree
Word of mouth	3.78	0.83	Agree
Total Value	3.80	0.68	Agree

As indicated in table 3, the overall mean score for social media marketing strategies indicates agreement ($\bar{x}$ = 3.80, S.D. = 0.68). The table shows that when adjusting for each identified social media marketing strategy determinant, they all have mean values that are interpreted as agreement. The mean with the greatest value is entertainment ($\bar{x}$ = 3.99, S.D. = 0.99), while the mean value of trend is customization ($\bar{x}$ = 3.85, S.D. = 0.87), word of mouth ($\bar{x}$ = 3.78, S.D. = 0.83), Trendiness ($\bar{x}$ = 3.74, S.D. = 0.94) and the lowest mean value is interaction ($\bar{x}$ = 3.64, S.D. = 1.02).

Table 4 Results of the level of liquor purchase intention of consumers

Liquor Purchasing Intention	Statistical Value		Interpretation
	$\bar{X}$	S.D.	
I desire to buy liquor that are promoted on advertisements on enterprise social media.	3.68	1.12	Agree
I plan to purchase liquor that are promoted on enterprise social media.	4.14	1.01	Agree
I will buy liquor that are advertised on enterprise social media.	3.79	1.10	Agree
I have a high intention to purchase liquor that are promoted on social media of enterprise.	3.98	1.06	Agree
Total Value	3.90	0.83	Agree

As shown in the Table 4, the mean value of the overall consumer purchase intention dimension indicates agreement ($\bar{X}$ = 3.90, S.D. = 0.83). When the perceived liquor purchase intention of consumers in more detail by each question, the table indicated that there are four questions having a mean value that are interpreted as agreement, including "I plan to purchase liquor that are promoted on social media." ($\bar{X}$ = 4.14, S.D. = 1.01), "I have a high intention to purchase liquor that are promoted on social media." ($\bar{X}$ = 3.98, S.D. = 1.06), "I will buy liquor that are advertised on social media." ($\bar{X}$ = 3.79, S.D. = 1.10), and "I desire to buy liquor that are promoted on advertisements on social media." ($\bar{X}$ = 3.68, S.D. = 1.12), respectively.

3. Multiple Regression Analysis

Multiple regression analysis was used to test this study presented in Table 5. As recommended by Hair et al. (2010), the variance inflation factors (VIF) range from 1.349 to 1.736, which is lower than 10. The VIF result indicates that the remaining predicted variables in the multiple regression model might contain all variables with undetected multicollinearity and independent variables. As is shown in Table 5, the results of the regression analysis indicated that there is a direct correlation between social media marketing strategies and influence of consumers' purchase intention R^2 = 0.569, Adjusted R^2 = 0.563, suggesting that 56.90% of the data is predicted by the listed factors. The remaining 43.10% is influenced by other factors that were not taken into consideration in this study. There are 5 factors that statistically significantly determine the consumer purchase intention. Considering the unique individual contributions of the predictors, the results illustrate that entertainment (B = 0.137), interaction (B = 0.162), trendiness (B = 0.131), customization (B = 0.086), and word of mouth (B = 0.401), positively predict consumer purchase intention. In general, the coefficient of this model indicates that each independent variable has a significant positive impact on the consumer purchase intention score, without obvious col linearity problem.

Table 5 Results of Multiple-Regression Analysis

Social media marketing	β	SEb	t	p-value	VIF
Constant value	0.427	0.161	2.655	0.008*	
Entertainment	0.137	0.035	3.918	0.000*	1.521
Interaction	0.162	0.032	5.034	0.000*	1.349
Trendiness	0.131	0.035	3.756	0.000*	1.369
Customization	0.086	0.042	2.031	0.043*	1.699
Word of mouth	0.401	0.044	9.056	0.000*	1.736
R = 0.754，R² = 0.569 Adjusted R² = 0.563 sig = 0.00					

*Level of significance at 0.05

Note: Dependent variable: Consumer purchase intention

The research results addressing the first objective indicate that social media marketing significantly influences consumer purchase intention. Based on the findings of this study, the components of social media marketing strategy—such as entertainment, interactivity, trendiness, word-of-mouth, and customization—significantly impact consumers' purchasing decisions, all showing significant positive effects. The influence of Guizhou liquor enterprises on consumers has been noted. Some findings align with earlier research, including that of Hossain and Rahman (2018), who identified social media as a platform enabling entrepreneurs to build networks with customers and clients, thereby recognizing opportunities for business improvement. Similarly, a previous study by Infante and Mardikaningsih (2022) revealed that social media promotion is more effective and

efficient than traditional marketing. Furthermore, social media aids entrepreneurs in discovering new ideas and enhancing products, thereby attracting consumers and increasing business profits and product impact. Additionally, it was observed that promotion on social media can boost business traffic, establish new business partnerships, enhance business exposure, improve Internet search engine results, and ultimately reduce overall promotional costs (Sajid, 2016). For instance, during the COVID-19 pandemic, when physical shopping experiences were limited, consumers were drawn to media activities such as brand promotion and entertainment, highlighting the significance of social media marketing strategies. When consumers engage in social media activities, these strategies directly impact their purchase intentions.

The research results addressing the second objective found that social media marketing strategies influence Guizhou consumers' purchase intentions of liquor across five dimensions: trendiness, customization, word-of-mouth, interactivity, and entertainment. The findings regarding entertainment indicate that social media entertainment plays a crucial role in consumers' purchase intentions. By sharing entertaining content on social media platforms, consumers are positively influenced by liquor companie' media presence, fostering a sense of connection with these companies. Gautam and Sharma (2017) argue that entertainment affects consumers' expectations of businesses. Thus et al. (1996) explain that providing entertainment content on computer-based media yields significant benefits for organizations, shaping consumers' perceptions of the company. The entertainment component of social media marketing is an essential factor in building consumer trust. This implies that in Guizhou liquor, the stronger the entertainment value provided to consumers, the higher their willingness to buy.

The interactive results show that social media marketing interaction has a significant positive impact on consumers' purchase intention. Interaction is an important premise for trust (Jakic et al., 2017) because consumers can obtain useful purchase information from it. Our research results are consistent with previous studies, indicating that interaction significantly improves consumers' trust in liquor company products. Therefore, the interaction between consumers and liquor companies demonstrates their interest in the company's products. This finding suggests that social media marketers in liquor enterprises should pay more attention to interactivity in social media marketing. The higher the level of interaction between enterprises and consumers on social media, the greater the participation of consumers. Conversely, when the level of interaction is low, the corresponding willingness will also decrease.

Results regarding trendiness showed that: With the development of society and the improvement of people's living standards, the trend has become one of the important elements in modern society. Fashion will affect consumers' desire to buy, and fashion should be used to increase consumers' cognition of products (Dessart et al., 2015; Kudeshia & Kumar, 2017). This study finds that social media marketing trendiness has a significant positive impact on consumers' purchase intention. This result shows that the faster the enterprise's social media information is updated, the more closely it follows the trend, the stronger the user's willingness to view brand-related information; On the contrary, when the data is updated slowly, the relevant willingness is lower.

The results of the study on customization show that customization involves tailoring products or services to meet the preferences of consumers (Seo & Park, 2018). Therefore, marketers utilize social media to communicate information about products consumers like, including price, product quality, and features, in order to build brand value and trust (Cheung et al., 2020). Compared to traditional advertising, customized services rely on consumer participation to meet specific requirements. Customization can influence the formation of consumer cognition and brand emotion and improve consumers' purchase intention. If liquor enterprises can customize products that meet the needs of consumers, they can quickly improve the efficiency of enterprises. This study found that social media marketing customization has a significant positive impact on consumers' purchase intention. When consumers see customized services and information related to their own needs on social media, it stimulates their willingness to buy.

The results of the study on word-of-mouth show that word-of-mouth has a significantly more substantial impact on brand equity than traditional word-of-mouth due to its ease of use, timeliness, location independence, and accessibility (Farzin et al., 2021). Consumers are primarily influenced and guided by online reviews and ratings, which are vital sources of word-of-mouth (Cheung & Thadani, 2012). If the product reputation is not good, it will not bring any profits to the enterprise; conversely, a good reputation, whether it pertains to the product or the enterprise, will bring brand exposure, thus affecting consumers' purchase willingness.

Conclusions and Suggestion

In summary, this study explores the effect of social media marketing strategies on liquor purchase intention of consumers in Guizhou, People Republic of China. The results show that the five components of social media marketing strategy (entertainment, customization, word-of-mouth, interactivity, and trendiness) have a significant impact on liquor purchase intention of consumers. This study highlights the importance of these

components of social media marketing as essential means to improve consumers' intention to purchase liquor. As a result of the findings from this study and a review of the literature, the following suggestions can be made.

    1. Implementation recommendations

        Based on this result, the researchers suggest that liquor companies should keep up with the times when making marketing plans. In social media marketing, policy makers should pay attention to its entertainment, trendiness, customization, word-of-mouth and interaction, because this can increase product sales. They should be aware of the importance of social media; The function of media is changing due to the development of network technology. Social media marketing will be an important factor when liquor companies deal with and respond to these dynamic changes.

    2. Suggestions for future research

        This study suggests that future research should consider the following issues. Firstly, this study only collected data from Chinese consumers who have purchased Guizhou liquor, so it would be interesting to select samples from other countries and compare the results culturally. With the rapid development of science and technology, more and more network platforms are gaining people's attention. Future researchers can study whether the influence of social media and well-known figures (such as stars and internet celebrities) can affect consumers' purchase intention. Furthermore, researchers can incorporate other frameworks, such as trust in social media and skepticism of social media.

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