

## THE INFLUENCE OF MARKETING MIX FACTORS ON WINE DISTRIBUTION CHANNELS IN BEIJING, CHINA

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### Abstract

Having a reliable distribution network is now essential for getting items and services to consumers. To better target potential clients, wine distributors in Beijing, China could benefit from an investigation into the impact of specific factors on the choice to acquire wine distribution channels. Successful market understanding and increased sales are significant outcomes. The objectives of this research were, therefore, 1) to study the personal factors affecting the decision to purchase wine distribution channels in Beijing, China, and 2) to investigate the service market mix factors (7Ps) affecting the decision to purchase wine in Beijing, China. This research is quantitative. The population was studied in Beijing, China. The sample size was 385 people. Data collected by a questionnaire passed a reliability test. The overall reliability was 0.842 using the purposive sampling method. Data were analyzed by frequency, percentage, mean, and standard deviation, and hypotheses were tested by t-test, one-way ANOVA, and multiple regression analysis. This study found that at the 0.05 level of statistical significance, the study found that personal factors, including age, have a diverse influence on the decision to purchase wine through different distribution channels, such as stores, agents, and electronic means. Also, differing levels of average monthly income have statistically significant effects on the decision to purchase wine from delivery service providers, at the 0.05 level. In addition, service market mix elements such as product, place, promotion, and physical evidence had a positive effect on the decision to purchase wine, with a statistical significance of 0.001 and a predictive power of 47.7%.

**Keywords:** Service Marketing Mix, Decision to Buy, Wine Distribution Channels

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## Introduction

Distribution channels are now crucial to running a business to distribute products and services to end users. Businesses with diverse distribution channels are more likely to be successful in their operations. In addition to product and service distribution. Distribution routes are very crucial in enhancing consumer demand and supply (Lei et al., 2019). The wine distribution business is one of the key alcoholic beverage industries in the economy because it is a processing of agricultural products like fruit to have a higher value. Most wines tend to use grapes as the main raw material in production. Each company has a different production process that brings about different yields.

The phenomenal growth of the Chinese economy over the past decade has encouraged international suppliers to export wines to China. Understandably, China is the most populated country in the world, and the economy has been growing at over twice the rate of the world average, making it appear to be one of the largest future markets for many imported products (Saini, 2022). Wang et al. (2019) state that international suppliers thirst for the idea of a huge potential market in a country of over 1,300,000,000 people. Moreover, living standards have improved dramatically since China adopted a market-oriented economy. In terms of GDP, China ranks 4th in the world and ranks second in terms of purchasing power parity. About 211 million Chinese are middle class in terms of income, and it appears that over 300 million are middle class according to their consumption patterns, and over 400 million consider themselves middle class. These are huge numbers, no matter how one calculates the population of middle-class consumers. No wonder marketers have been competing vigorously for China's potential markets (Credit Suisse Research Institute, 2020).

Grapes have been grown in China for thousands of years—more than two millennia—but production was rather negligible until the founding of the People's Republic of China. Originally, the area under cultivation of grapes and their production were only about 3,200 hectares and 39,000 tons, respectively (Jamali et al., 2020). Yujia (2019) states that to identify the type and calibre of wines, many nations have enacted naming regulations. Typically, these are constrained to geographical origin and authorized grape varietals. as well as additional winemaking components. A wine that is not created from grapes and includes extra crop fermentation a variety of fruit wines, such as those made from plums, cherries, pomegranates, raisins, and elderberries, as well as rice wine. China wine trends: Symbolism of fortune and prosperity will ensure red's dominance (Pum, 2022). The dominance of red wine in China can

be attributed to the cultural symbolism of auspiciousness and prosperity associated with the colour, according to a local industry expert.

According to Liu (2021), COFCO Wine & Spirits focuses on consumers, adheres to brand leading, pursues deepening reform and strict management of enterprises, deeply promotes product innovation, marketing innovation, and management innovation, optimizes product structure, creates super single product combinations, improves brand influence and market competitiveness, and strives to build COFCO Wine & Spirits into “The best comprehensive alcoholic drinks company in China” to meet the growing demand of consumers’ growth for a better life and achieve high-quality business development. In addition, wine shopping choices across different channels, including stores, delivery agents, dealers, and electronic marketing channels, are very important.

The service marketing mix, also known as the 7Ps, is a framework used to analyze and develop a comprehensive marketing strategy. In the wine industry, the following are the most important elements of the service marketing mix: 1) wine production is very important because it is the main product that is wanted by the market because of its unique taste. 2) The price reflects the quality and brand reputation. 3) Multiple distribution channels. 4) marketing and promotion to communicate and encourage buying behaviour. 5) Person is an important element in giving advice. and present unique products. 6) Procedures for providing services It is like a bridge between entrepreneurs and buyers because of the convenience and speed of delivery. And finally, physical characteristics It presents facilities and tools, as well as a description of the store's location. These elements are fundamental to how we do business today. Therefore, to make a business successful, it is essential to plan an effective marketing strategy and meet the needs of consumers (Kohli & Thakor, 2021).

China's wine industry is very competitive, with a vast selection of wine brands. This provides consumers with additional purchase options. Competition necessitates the modification of marketing strategies and the expansion of marketing to middle-income customers. The wine distribution business involves a well-planned marketing mix strategy to attract the attention of the target consumer group, proper pricing strategies for the wine market, successful public relations techniques customized to the target audience, and a well-structured distribution network. All of these factors present a serious challenge for the firm. Finally, businesses need market share as a way to expand the market and grow continuously.

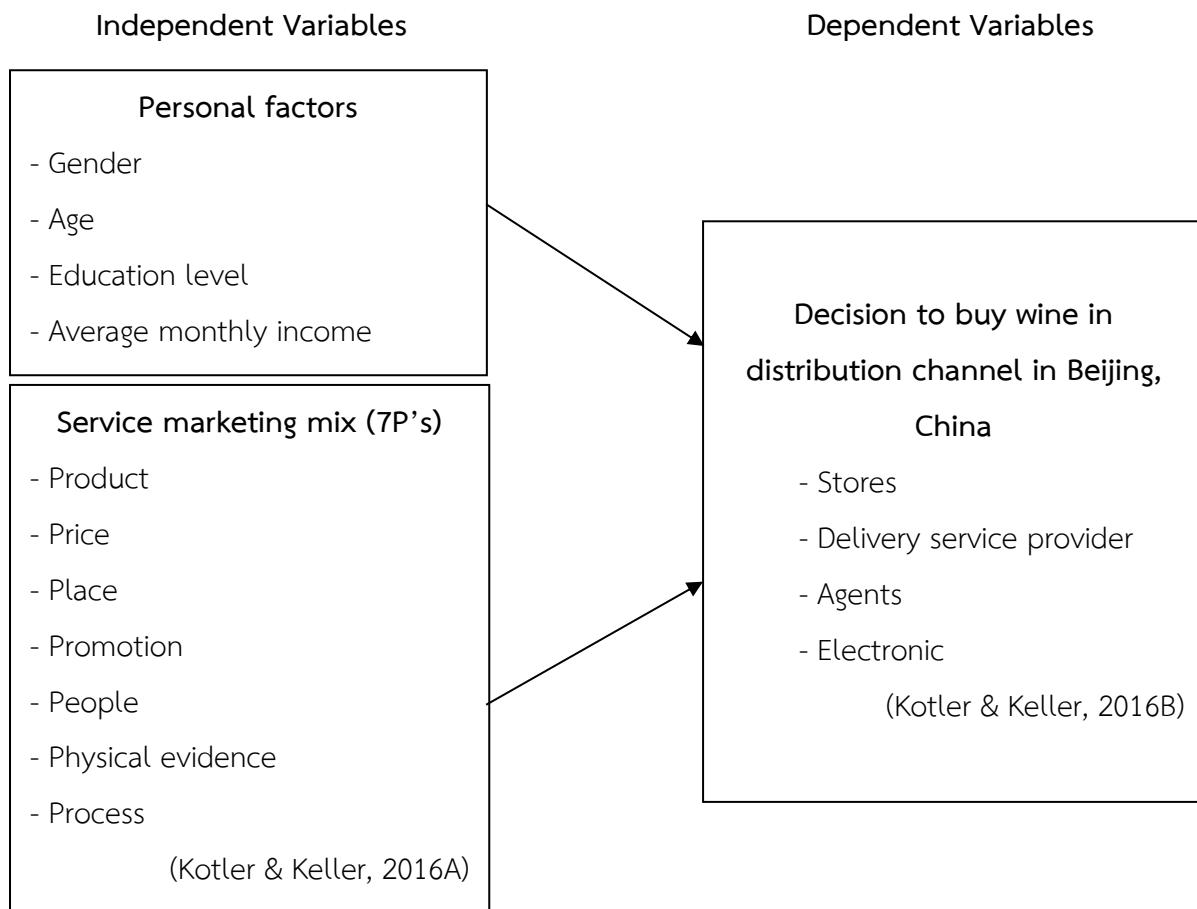
## Research Objectives

1. To study the personal factors affecting the decision to purchase wine distribution channels in Beijing, China.
2. To investigate the service market mix factors (7Ps) affecting the decision to purchase wine in Beijing, China.

## Research hypothesis

1. The differences in customers' personal factors affect the decision to purchase wine distribution channels in Beijing, China.
2. The service market mix factors have a positive effect on the decision to purchase wine in Beijing, China.

## Conceptual Framework



**Figure 1** the conceptual framework

## Literature review

### Concept and theory of service marketing mix

The marketing mix is a very important marketing tool for running a business. Which has been studied and developed continuously. Kotler and Keller (2016B) discussed the seven aspects of the service marketing mix as tools that organizations can control and formulate strategies effectively. Most of the studies suggest that the use of the marketing mix can be used to determine the company's marketing objectives and strategies. Especially in the field of products that can respond to the needs of customers efficiently. It also results in greater company profits (Govender & Govende, 2016; Willett et al., 2019).

Kotler et al. (2019) state that pricing strategy must take into account the perceived value (perceived value) in the eyes of the customer group, which must consider customer acceptance of the value of the product as being higher than the price of the product. Place of distribution refers to the structure of the channel, which consists of institutions and activities. It is used to move products and services from the organization to the institutional market, which brings the product to the target market.

Kotler et al. (2019) state that the principle of choosing how to distribute the product is not to sell to a lot; the best place is always good. Because it depends on what your product is and who your target audience is—for example, high-end items. Should be limited to not selling too much. Because it may spoil the image. Promotion is a marketing communication tool. To create demand and satisfaction for a brand or service that arises from the idea of an individual used to induce a desire for the product.

Farquhar and Meidan (2017) advise firms to carefully select integrated marketing communication platforms based on customers, goods, and rivals to reach common goals. Businesses need this idea to reach their target demographic and enhance marketing efforts. Huang et al. (2016) also emphasize the necessity of hiring, developing, and educating customer service-oriented workers. The fifth P—the employee—is essential to providing high-quality services.

A company's service is shaped by physical proof and presentation. Next to the employee, consumers notice the office's design, layout, and equipment. These factors will shape the company's service image and engender consumer confidence, increasing customer happiness. As Kotler et al. (2019) note, an office's physical evidence is like the company's image, especially for IT companies.

Furthermore, Hanssens and Pauwels (2016) stress the significance of creating customer-friendly service operations. To fulfil the requirements and expectations of customers, processes for providing value to them must be well-designed and effective. To guarantee prompt and accurate deliveries, a food delivery service's business activities are included in this.

### **Purchasing Decision Process Theory**

The consumer decision-making process involves five basic steps. This is the process by which consumers evaluate making a purchasing decision. The 5 steps are problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Zhang & Dong, 2020). Kotler and Keller (2016B) explain that the purchasing decision of people in this theory has a five-step process before making a single purchase. Problem recognition is the identification of problems that are necessary to understand the needs and wants of the customer group that the customer group has. For example, we need to make a purchase. Zhang and Dong (2020) state that a neighbour bought a new car and wanted a new car. Active information: Recognize and check all information before making a purchase decision in many ways, such as from friends, Google online, going to the store, or restaurants, hotels, etc. (Shoimah, 2020).

### **Distribution Channel Concepts**

In-store services have been around for quite some time, whether we're talking about a barbershop, laundromat, or computer repair shop. Establish local businesses to meet the needs of the neighbourhood. According to Tao and Zhang (2017), department stores are actively opening new locations to better meet the needs of their customers. Opening a shop like this is an attempt to centralize the interaction between consumers and service providers. Delivery service provider to customers' homes or wherever the customer wants: This type of service is to send employees to the customer's home or other places according to the customer's convenience, such as a la carte food delivery service, providing services to send nurses to take care of patients, sending cleaning staff to clean the building, providing counselling services to work for clients, or hiring a lecturer to train at a hotel (Chai & Yat, 2019). A service delivery company provides something to a customer that they can't create on their own. That service could be anything from a task to technology or information. It can fall into two broad categories: General reference for any service or more industry-specific models for technical service (Jung & Seock, 2017).

Agents: A third-party intermediary that helps to facilitate the sale of products or services between the manufacturer and the end customer. Agents can take many forms, such as wholesalers, distributors, and brokers (Kotler & Keller, 2016B).

Electronic services: This type of service is relatively new. By relying on technology to help reduce the cost of hiring employees. To make the service convenient and available 24 hours a day, for example, through an ATM or a foreign exchange machine, an automatic massage chair and coin-weighing scales at shopping centres offer a down payment service (Chai & Yat, 2019).

## Research Methodology

1. The population studied in this study was a group of consumers in Beijing, China, who bought wine. The study sample consisted of 385 wine consumers in Beijing, China, using the Cochran formula (1977). Through the use of online questionnaires, a non-probability sampling with a purposive sampling method was used to select only the sample group who had decided or had previously purchased wine until the desired amount was reached

2. Research Instrument is a questionnaire created after studying and researching concepts and theories to obtain information related to the influence of marketing mix factors on wine distribution channels in Beijing, China. The questionnaire is divided into four sections: Personal factors of respondents, opinions on the service marketing mix, opinion decision to buy wine distribution channels, and other suggestions. The rating scale was measured using a 5-level rating scale by a questionnaire that passed a reliability test. Which has an overall reliability of 0.842, which is greater than 0.70, the questionnaire is considered reliable (George & Mallery, 2016).

3. Data analysis consists of descriptive statistics analysis presented as a table of frequency distribution, percentage, mean, and standard deviation to describe basic information about the sample group. And the inferential statistical analysis was used to test the hypothesis, including the t-test, one-way ANOVA, and multiple regression analysis.

## Results

The results showed that most of the respondents were women, with 228 (59.22%) being women and 157 (40.78%) being men. Most of the respondents were between the ages of 31 and 40, with 115 (29.87%) being women and 85 (22.08%) being men. There were 187 (48.57%) undergraduates, 159 (41.31%) postgraduates, and 39 (10.13%) undergraduates. There

are 140 people whose average monthly income is less than 10,000 yuan (36.36%), 119 whose average monthly income is between 20,000 and 30,000 yuan (30.91%), and 49 whose average monthly income is between 10,001 and 20,000 yuan (12.73%). Overall, respondents had the most opinions about the place ( $X = 4.49$ ,  $SD = 0.36$ ), followed by product ( $X = 4.23$ ,  $SD = 0.29$ ), and the least about price ( $X = 3.65$ ,  $SD = 0.47$ ). When it decided to buy wine in China ( $X = 3.82$ ,  $SD = 0.21$ ), respondents were most positive about electronic channels ( $X = 3.92$ ,  $SD = 0.24$ ), then delivery service providers ( $X = 3.85$ ,  $SD = 0.42$ ), and least positive about  $X = 3.70$ ,  $SD = 0.39$ ).

**Table 1** shows the results of personal factors affecting the wine selection distribution channel.

Personal factors	Gender	Age	Education level	income
Stores	-0.910 (0.363)	<b>2.871*</b> <b>(0.023)</b>	0.432 (0.650)	0.185 (0.907)
Delivery service provider	1.447 (0.149)	1.010 (0.402)	0.127 (0.881)	<b>2.795*</b> <b>(0.040)</b>
Agents	-0.139 (0.889)	<b>2.609*</b> <b>(0.035)</b>	0.264 (0.768)	2.551 (0.055)
Electronic	-0.537 (0.592)	<b>2.722*</b> <b>(0.029)</b>	0.277 (0.758)	0.249 (0.862)
Overall	0.106 (0.916)	<b>2.445*</b> <b>(0.046)</b>	0.112 (0.894)	1.575 (0.195)

\* Statistically significant at .05 level.

\*\* Statistically significant at .01 level.

\*\*\* Statistically significant at .001 level.

According to table 1, personal factors in terms of age affect the decision to buy wine distribution channels differently, with statistical significance at the 0.05 level. Additionally, different levels of average monthly income affect the decision to buy wine distribution channels differently when it comes to delivery service providers, also with statistical significance at the 0.05 level.

**Table 2** shows the results of the market mix factor hypothesis test on overall wine purchasing decisions.

Marketing mix	b	Std. Error	<b>β</b>	t	p-value
Constant	4.074	0.287		14.214	.000***
Product	0.093	0.042	0.129	2.249	.025*
Price	0.029	0.020	0.067	1.485	.138
Place	0.242	0.045	0.416	5.319	.000***
Promotion	0.151	0.031	0.302	4.952	.000***
People	0.028	0.037	0.036	0.759	.448
Physical Evidence	0.313	0.034	0.442	9.212	.000***
Processes	0.016	0.053	0.022	0.309	.757

$R = 0.698$ ,  $R^2 = 0.487$ , Adjusted  $R^2 = 0.477$ ,  $SE_{Est} = 0.150$ ,  $F = 51.038$ , p-value = .000\*\*\*

\* Statistically significant at .05 level,

\*\* Statistically significant at .01 level,

\*\*\* Statistically significant at .001 level.

According to table 2, the choice to purchase wine is positively influenced by several service market mix characteristics including product, place, promotion, and physical evidence. These factors have statistical significance at the 0.001 level and have a prediction power of 47.7%. The forecasting equation can be written in terms of the score as follows:

$$Z = 0.129 (\text{Product}) + 0.416 (\text{Place}) + 0.302 (\text{Promotion}) + 0.442 (\text{Physical Evidence})$$

## Discussion

Personal factors in terms of age affect the decision to buy wine distribution channels through stores, agents, and electronic differently, with statistical significance at the 0.05 level, and different average monthly income levels affect the decision to buy wine distribution channels through delivery service providers differently, with statistical significance at the 0.05 level. This is because the demographic qualities of a population are significant traits and quantifiable data that help establish the target market. Demographic factors refer to the personal characteristics of the sample, consisting of gender, age, educational level, and average monthly income. The psychological and socio-cultural components of a population, on the other hand, help to characterize the target audience's ideas and emotions. According to Kotler et al. (2017), the demographic attributes of an individual's age, gender, family size,

family status, income, employment, and degree of education are the parameters that are employed in the market segmentation. Age is significant for decision-making and establishing a marketing mix, according to Kotler et al. (2017). This is due to the product's ability to suit the needs of consumers of various ages. Marketers, therefore, take advantage of age as a different demographic variable in the target market.

In association with the study related to average monthly income, it was found that respondents with an average monthly income of not more than 10,000 yuan made fewer decisions to buy wine through delivery service providers than those with an average monthly income of 20,001–30,000 yuan. Consequently, Kotler et al. (2017) explained that income is an important variable in determining market segments. Marketers are generally interested in affluent consumers. However, middle- and low-income families are a huge market. The notion that an individual's income serves as a signal of whether or not they can pay for the things being sold is the primary obstacle that must be overcome to successfully segment the market based on income alone. The majority of marketers will mix their income limits with those of other demographic characteristics, even though income is one of the most prevalent variables.

From the study about the service provider marketing mix, it was revealed that most of the respondents agreed highly on both the overall and individual aspects. Considering each aspect, most of the respondents agreed that place had the highest mean score, followed by product. This is because to purchase wine, which is considered an alcoholic drink, one needs to consider the place and location where they are allowed to be sold. The location is convenient for buying wines. In addition, the product should be reputed, as should the age of the wine (year of manufacture) and the taste and aroma of the wine. The study is a response to the study done by Fountain et al. (2021), who found that relational places can be correlated to wine tourism. When studying the effect of marketing mix factors on the decision to buy wine in a distribution channel in China, it was revealed that marketing mix factors including product, place, promotion, and physical evidence influenced the decision to buy wine at a statistically significant level of 0.001 with a predictive power of 47.7 percent. For place, it is necessary to consider that the location is convenient to buy wines, the atmosphere of the place suits the wine selection, and the location, decoration, and placement of the wine are in clearly interesting positions. Place of distribution refers to the structure of the channel, which consists of institutions and activities. It is used to move products and services from the organization to the institutional market, which brings the product to the target market. Kotler et al. (2019) state that the principle of choosing how to distribute the product is not to sell to

a lot; the best place is always good because it depends on what the product is and who the target audience is. For promotion, there is a discount when purchasing in bulk, there are advertisements in the Internet media, and wine tastings are regularly prepared for customers. Kotler and Keller (2016B) state that promotion is a marketing communication tool to create demand and satisfaction for a brand or service that arises from the idea of an individual used to induce the desire for the product. It is expected to influence beliefs, feelings, and buying behaviours, or it is communication about information between the seller and the buyer to create values, attitudes, and buying behaviours. According to Farquhar and Meidan (2017), there are many different communication tools, and organizations may choose to use one or more of them. However, to achieve common goals, they must use the principle of choosing tools of integrated marketing communication by considering the suitability of customers, products, and competitors.

Major marketing tools include advertising, activity, or marketing communications. For physical evidence, the wine shop has a good image, it has appropriate service equipment, and it feels safe to use. Physical evidence and presentation will be important when a customer enters a company. What the customer faces next to the employee are the things in the office, such as the design, the layout, the equipment used in the office, desk placement, office decorations, plant pots, and so on. These will be the images of the company's service that customers will recognize. Then, the entrepreneurs must design and arrange their offices to be tidy, clean, and decorated with office equipment. Indeed, for physical evidence to be good, it does not have to be expensive as long as it looks good and orderly. Consequently, customers will look around if the office looks good, elegant, tidy, polite, friendly, and ready to serve (Kartajaya & Setiawan, 2019). Hanaysha et al. (2021) displayed the importance of marketing mix elements in determining consumer purchase decisions in the retail market. Indeed, the marketing mix factor can also have a positive impact on customer loyalty (Fernandes, 2018). Therefore, the marketing mix strategy should be carefully considered. Othman et al. (2021) suggested that the effects on customer satisfaction and loyalty could be enhanced by integrating marketing communication and after-sale service into the traditional marketing mix model of Umrah travel services in Malaysia.

### **The new body of Knowledge found in this study**

The significance of marketing mix factors on wine distribution channels in Beijing, China has resulted in the production of new marketing knowledge. Particularly,

the observations that personal factors such as age and income affect decisions regarding the purchase of wine across all distribution channels have contributed to this expansion. As a result, this may be put into practice by advising owners of businesses to be conscious of employing specific tactics for each channel, which are suitable and linked with the changes in the behaviour of customers. In addition, it was discovered that the implementation of the 7P's marketing mix concept is especially significant in terms of testing consumer preferences about the purchases of wine in China. Because wine is a product that is often preferred by affluent individuals with higher incomes compared to other types of alcohol, the physical characteristics and location of the store must be designed to match the consumer's image. This is because the store must be designed to match the consumer's image. Because of this, businesses have a responsibility to deliver these values in addition to the primary product. However, communication and the presentation of the product are also essential components that play a role in assisting customers in perceiving the product's quality and providing the information that is necessary for making a purchase decision. So, it is necessary for those who run businesses to devise the most efficient plans.

### **Suggestions**

From the study of the effect of marketing factors on the decision to buy wine, it was revealed that marketing factors influenced the decision to buy wine in total at a statistically significant level. Consequently, the entrepreneurs selling wine can take advantage of this study result to develop marketing mix strategies for the appropriate wine distribution channels. The implications of the study can be listed as follows:

Firstly, wine distribution business operators should focus on establishing a variety of distribution channels. By using the criteria in terms of age used in market segmentation and channel determination, it was found that younger people tend to prefer to use electronic channels to shop more than older people. On the other hand, older people are more likely to shop at a store to select a variety of products and see the product. At the same time, income earners are more likely to choose to make purchases through delivery channels. Therefore, businesses must define channels that are appropriate for this diversity.

Secondly, business owners should have a beautiful shop design. Including an atmosphere suitable for customers. Because the researchers found that physical appearance has the greatest influence on purchasing decisions, in addition, customers who consume wine

tend to be people who have a taste for and preference for products that express their image more than other alcoholic tools.

Thirdly, entrepreneurs should set up multiple marketing channels and effectively reach their target audience. In second place, location influences the decision to buy wine and effectively reach their target audience. The second place, location influences the decision to buy wine. Therefore, setting up effective channels will help operators distribute products thoroughly.

Fourthly, business entrepreneurs should have advertising. and public relations through a variety of channels because the research results found that marketing promotions influence purchase decisions. If entrepreneurs invest in comprehensive communication and public relations, consumers will have access to information. It also helps to encourage entrepreneurs to buy more products.

Finally, business operators should offer more diversified products. It should also add value to the product. Especially popular for consumption are wines that take a long time to mature. and have good taste, produce wine only a few times a year, etc., which will effectively create a unique identity for the entrepreneur.

## Future Research

1. The primary emphasis of this study was placed on investigating quantitatively. Accordingly, further study may make use of different research methodologies, such as qualitative research that makes use of interview techniques to acquire insights from key persons or a mixed method that combines both quantitative research and qualitative research.

2. The focus of this study was on the marketing aspects, and it overlooked other factors such as culture, social standing, digital marketing, and a variety of other factors that can influence a person's decision to buy wine. The investigation of the aforementioned elements should therefore be a primary focus of future research.

3. It is in the best interest of the wine industry to include the other samples. Recent years have seen an increase in interest from new generations, including the millennial generation, and any future study that may broaden the scope of the samples to include the aforementioned sample group will be advantageous to the market.

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