The Impact of Brand Strategy on Health Wine Consumers' Purchase Decisions: An Examination Using the Howard Sheath Model (Guangdong, China)

Tianqi Cai[1], and Suo Lu[2*]

Stamford International University

[*]*Corresponding Author*. E-mail: ctqeric@foxmail.com[1], suo.lu@stamford.edu[2*]

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Abstract

This study explores how consumer image, product essence stimulation, product symbol stimulation, and social stimulation affect purchase decisions for healthy wine in Guangdong, China, using the Howard Sheth Model. It gathered 1,032 valid responses from individuals familiar with health wine and analyzed them using PLS-SEM. The findings show that consumer image, product essence, product symbol, and social stimulation positively influence consumer perception and purchase decisions. Consumer image is pivotal in shaping perceptions and decisions. Product essence enhances perceptions and purchase likelihood, product symbol drives purchase intentions, and social stimulation significantly affects both perception and decisions. Consumer perception mediates these relationships, with product symbols strongly impacting perception and social stimulation influencing purchase decisions. The study extends the Howard Sheth Model to healthy wine consumption, providing a comprehensive framework. It offers insights for marketers on the importance of symbolic, cultural, and product-related factors in consumer behavior, advocating for a holistic marketing approach to promote healthy wine in a competitive market.

Keywords: health wine consumption; Howard Sheth model; consumer image; product essence stimulation

Introduction

China's alcohol culture, dating back millennia, is a symbol of traditional Chinese heritage. Alcohol is not merely consumed but serves as a means of social interaction, cultural engagement, and even medical treatment. The tradition of healthy wine in China spans at least 3,600 years. The renowned physician Bian Que from the Spring and Autumn and Warring States periods created medicinal wines to prevent and treat ailments. (Chen, 1994). The Han dynasty medical expert Zhang Zhongjing also recorded various medicinal wine recipes in his work. (Chen, 1994). During the Ming and Qing dynasties, famous health wine brands emerged, such as "Sanke Wine" and "Gujing Tribute Wine" Today, healthy wine remains an important part of Chinese alcohol culture. Modern research suggests moderate consumption may have health benefits, but excessive consumption should be avoided. (Qin et al., 2021). Chinese health wine is rich in historical and cultural connotations, reflecting the wisdom of traditional Chinese medicine's approach to health preservation.

Based on the Howard Sheth model, this study studied the influence factors of brand strategy on consumers' purchase of health wine from the aspects of consumer image, product essence stimulus, product symbol stimulus, social stimulus, consumer perception, and purchasing decision. The Howard Sheth model advocates that consumer decisions are a result of complex interactions between input variables (such as marketing stimuli and social influences), perceptual constructs (such as consumer attitudes and comprehension), and learning constructs (such as brand recognition and experience) (Howard & Sheth, 1969). This paper reveals the transmission process of brand strategy affecting consumers' purchasing decisions and the mechanism of brand strategy affecting consumers' behavior, enriching the theory of consumer purchasing decision influencing mechanism, and providing theoretical and empirical support for the implementation of enterprise brand strategy.

Objective

The primary objective of this study is to investigate how consumer image, product essence stimulation, product symbol stimulation, and social stimulation influence purchase decisions for healthy wine in Guangdong, China, with a focus on the mediating role of consumer perception. Utilizing the Howard Sheth Model and PLS–SEM analysis, the research aims to understand the mechanisms through which brand strategy affects consumer behavior and decision–making in the

context of health wine. This study seeks to enhance theoretical understanding and provide practical insights for brand managers and marketers in developing effective strategies for promoting healthy wine.

Literature Review

Consumer image, Product essence stimulation, Product Symbol Stimulation, and Social Stimulation

Consumer personal image includes factors such as personality traits, social traits, personal attitudes, economic background, cultural values, habits, and lifestyle of consumer behavior, which can influence consumer purchasing decisions. (Solomon et al., 2012; Yin et al., 2013). In the study of health wine consumption behavior, consumer image is an important research variable, which can predict and explain consumers' behavioral choices of healthcare wine.

Product substance stimulation refers to the characteristics, attributes, performance, and other external aspects of the product itself. (Xu et al., 2005). Customers have different purchasing needs for product attributes and services when faced with different brand products. (Gracia & De Magistris, 2008; Han & Zhang, 2019). High-quality products can increase consumer satisfaction and loyalty, and price is an important factor in triggering consumer willingness to buy (Dodds et al., 1991).

Products can be understood as symbols, which is an important factor in the study of consumer behavior, affecting consumers' perception, emotional response, and perception of products. (Baudrillard, 2001; Crilly et al., 2008). Product symbols conveyed through brand culture, can evoke "emotional transference" in consumers. (Xu et al., 2018). When culture permeates a brand, product, or service, and is promoted through marketing, word-of-mouth, and advertising, it guides consumers to form positive attitudes and cognition toward products, thus influencing their purchasing decisions. (Wu, 2023; Zhang et al., 2022).

Social stimulation refers to the influence of various signals and interactions from the social environment, such as social culture, group pressure, evaluations by others, social media, family, friends, co-workers, social circles, social norms, advertising, and media. (Zhou et al., 2021). These stimuli are crucial in shaping consumer attitudes, concepts, and purchasing decisions. (Jaworski & MacInnis, 1989), reflecting the extent to which an individual is influenced by their social

environment. Consumers consider these influences to develop a sense of identity, which becomes a key factor in their purchasing decisions. (Roccas & Sagiv, 2010).

To sum up, this study proposes the following hypotheses:

H1: Consumer image has a significant impact on consumer purchase decisions.

H2: Product essence stimulation has a significant impact on consumer purchase decisions.

H3: Product symbol stimulation has a significant impact on consumer purchase decisions.

H4: Social stimulation has a significant impact on consumer purchase decisions.

The impact of consumers' image, product essence stimulation, product symbol stimulation, and social stimulation of health wine on consumer perception

As a health-preserving product, the quality of health wine and whether it has a health-care effect on the body are the main concerns of consumers. (Perrea et al., 2015). For healthy wine, product function and safety are the factors that affect consumer perceived value the most. (Dai, 2018). The price directly affects consumer perception of products. (Monroe & Krishnan, 1985), especially willingness to pay for new products, and plays a key role in guiding consumer perception of product quality. Additionally, Lee and Hwang (2016) Found that product trust attributes can affect perceived value and thus consumer purchasing behavior. Product characteristics significantly impact consumer perceived value during consumption. (Liu & Han, 2015).

Health wine is a symbol with cultural, value, and psychological meaning, embodied by the product brand image and function. (Aaker & Day, 1980; Zhang, 2022). Through media marketing and word-of-mouth effects (Victor et al., 2018), it resonates with consumers' functional, emotional, and social values of a brand, product, or service (Guo et al., 2022; Kotler, 1973; Maciejewski & Krowicki, 2022). Research shows symbol stimulation positively correlates with consumer-perceived value. (Berger & Iyengar, 2013).

Social stimuli significantly impact consumer perceived value in the health wine market. This perceived value is influenced by product characteristics and the social environment. (Chen, 2005), including group pressure, opinions, and social media communication. Reference groups play a crucial role, as people often seek others' opinions before making decisions. (Escalas & Bettman, 2003). Family, friends, medical professionals, and advertising media shape consumers' perceived value of brand products and their purchase decisions. Advertising, in particular, guides consumer

cognition and perceived value by creating a social and cultural atmosphere aligned with the product image. (Chen, 2005).

To sum up, this study proposes the following hypotheses:

H5: Consumer image has a significant impact on consumer perception.

H6: Product essence stimulation has a significant impact on consumer perception.

H7: Product symbol stimulation has a significant impact on consumer perception.

H8: Social stimulation has a significant impact on consumer perception.

The impact of consumer perception on consumer purchase decision

Customer perception is the overall evaluation of a product or service's utility after weighing perceived benefits against costs (Zeithaml, 1988). It includes three core driving factors: product value, service value, and experience value. Price, quality, and service most intuitively impact perceived value. Different customers have different feelings about the same product and service, thus affecting purchasing behavior. (Sweeney & Soutar, 2001), reflected in functional, social, emotional, cognitive, and situational values (Sheth et al., 1991). These value perceptions play a mediating role. (Zhang, 2022).

Health wine is a functional wine that maintains health and serves as a cultural and emotional connection between people. When consumers encounter healthy wine, they form a preliminary judgment based on their initial perception of its usefulness. Consumers' functional understanding and trust of healthy wine positively affect purchasing decisions by impacting perceived value. (Liu & Han, 2015).

H9: Consumer perception has a significant impact on consumer purchase decisions.

H10: Consumer perception plays a significant mediating role in the impact of consumer image on consumer purchase decisions.

H11: Consumer perception plays a significant mediating role in the impact of product essence stimulation on consumer purchase decisions.

H12: Consumer perception plays a significant mediating role in the impact of product symbol stimulation on consumer purchase decisions.

H13: Consumer perception plays a significant mediating role in the impact of social stimulation on consumer purchase decisions.

Conceptual Framework

The conceptual framework, based on the Howard Sheth Model, examines how consumer image, product essence stimulation, product symbol stimulation, and social stimulation (independent variables) affect consumer purchase decisions (dependent variable) for health wine in Guangdong, China. It also explores consumer perception as a mediating variable, proposing that these factors influence purchase decisions both directly and indirectly through consumer perception.

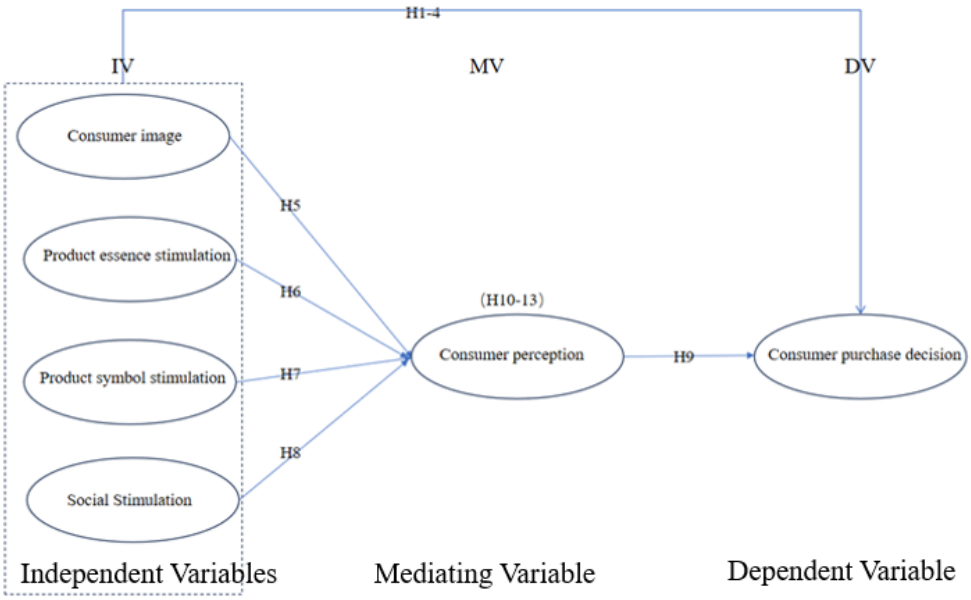

Figure 1 Conceptual Framework

Methodology

Sample and data collection

This study distributed questionnaires to people who have purchased, consumed, or researched health wine in Guangzhou City, Guangdong Province, China. The data collection methods in this research were non-probabilistic sampling, including convenience sampling and snowball sampling. A total of 2,628 respondents participated in the survey, out of which 1,032 had prior knowledge of health wine. Thus, the effective response rate for the group familiar with healthy wine was 39.3%.

Measures

Based on a comprehensive literature review, a preliminary questionnaire was developed using a 7-point Likert scale ranging from strongly disagree to strongly agree. Scores ranged from 1 to 7 for each response level. The questionnaire encompassed six constructs: consumer image (6 items), product essence stimulation (10 items), product symbol stimulation (9 items), social stimulation (9 items), consumer perception (6 items), and consumer purchase decision (6 items). The measurement items for consumer image were adapted from the works of Zhao et al. (2020) and Escalas and Bettman (2003) Product essence stimulation items were developed based on the research by Shi et al. (2023), while product symbol stimulation items were derived from the studies of Luo (2022) and Zhong (2019). The measurement scale for social stimulation was adapted from Li (2022), and consumer perception items were developed based on the works of Liu and Han (2015); Zhong (2019). Finally, the scale for consumer purchase decisions was adapted from Zhong (2019).

Data Analysis

The data analysis process consisted of several stages. First, SPSS version 26 was used to conduct descriptive statistical analysis and response distribution. Next, PLS-SEM was employed by using Smart PLS 4.0 software, chosen for its well-suited to complex models and tolerance for smaller sample sizes and non-normal data. (Hair et al., 2019). Before analyzing the structural model, the measurement model was assessed for construct validity, reliability, and multicollinearity. Convergent and discriminant validity tests ensured measurement validity. (Hair et al., 2019). Reliability was evaluated using Cronbach's alpha coefficients and composite reliability. (Nunnally, 1978). The significance of path coefficients was assessed via bootstrapping, and the model's explanatory power was evaluated using R^2 values. Predictive relevance was checked using Stone-Geis ser's Q^2 value. (Hair et al., 2019).

Results

Sample Characteristics

The sample of 1,032 respondents, comprising 55% males and 45% females primarily aged 30-60, had an average or higher knowledge of health wine (32.9% average, 32% more, and 11.5% very high). Regarding target consumers, 35.4% believed health wine was suitable for both specific health conditions and healthy/sub-healthy individuals, 31.6% for specific conditions

only, and 33% for healthy/sub-healthy individuals only. Health status was reported as 41.2% relatively healthy, 32.9% sub-healthy, and 16.2% very healthy. In terms of experience with health wine, 52.4% had consumed it without purchasing it, 32.2% had both purchased and consumed it, and 15.4% had bought it for others but not consumed it themselves.

Table 1. Sample characteristics

Characteristics		Frequency	Percentage (%)
Gender	Male	568	55.0
	Female	464	45.0
Age	30–40years	334	32.4
	41–50years	276	26.7
	51–60years	322	31.2
	61–65years	100	9.7
How much do you know about healthcare wine culture?	Very little	60	5.8
	Less	121	11.7
	Average	340	32.9
	More	330	32.0
	Very much	119	11.5
	Don't understand	62	6.0
What kind of people do you think health wine is suitable for?	Only suitable for specific people with certain diseases (category 1)	326	31.6
	Only suitable for healthy and sub-healthy people (category 2)	341	33.0
	Both category 1 and category 2	365	35.4
What do you consider your physical (somatic) state of health to be?	Very healthy and in good health	167	16.2
	Not bad, relatively healthy	425	41.2
	In sub-health state	340	32.9
	Poor physical quality with some diseases	100	9.7
Have you ever bought healthcare wine?	I have purchased and consumed it myself	332	32.2
	I have consumed it, but I didn't buy it personally	541	52.4
	I haven't consumed it, but I have bought healthy liquor for someone else	159	15.4
What are the priority factors for you to pay attention to when purchasing healthcare wine?	Brand	185	17.9
	Efficacy	281	27.2
	Main Ingredients	197	19.1
	Applicable Population	162	15.7
	Price	103	10.0
	Packaging	104	10.1

	Less than or equal to six months	178	17.2
	About a year	209	20.3
How long have you been	About two years	150	14.5
drinking healthcare wine?	About three years	140	13.6
	About for years	87	8.4
	About five years	109	10.6
	Never had it	159	15.4
	3,000CNY and lower	26	2.5
	3,001–6,000CNY	340	32.9
Income level	6,001–8,000CNY	278	26.9
(Monthly/Yuan)	8,001–10,000CNY	161	15.6
	10,001–15,000CNY	125	12.1
	More than 15,001CNY	102	9.9
Total		**1032**	**100**

Reliability and Validity Testing

The reliability and validity of the measurement model were assessed using Cronbach's alpha, composite reliability, and average variance extracted (AVE) values. As shown in Table 2, all Cronbach's alpha values were greater than 0.9, indicating excellent internal consistency reliability. (Nunnally, 1978). The composite reliability values ranged from 0.928 to 0.957, exceeding the recommended threshold of 0.7 (Bagozzi, 1986). The AVE values were all above 0.5, ranging from 0.657 to 0.716, demonstrating adequate convergent validity. (Fornell & Larcker, 1981).

Table 2. Reliability and validity testing

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
CI	0.907	0.914	0.928	0.682
PES	0.941	0.942	0.95	0.657
PSS	0.949	0.95	0.957	0.71
SS	0.949	0.95	0.957	0.71
CP	0.915	0.916	0.934	0.703
CPD	0.92	0.921	0.938	0.716

Notes: PES=Product essence stimulation, PSS=Product symbol stimulation,
CI=Consumer image, CP=Consumer perception, CPD=Consumer purchase decision
SS=Social Stimulation

Model Analysis

Structural Model Assessment

The structural model was evaluated using the coefficients of determination (R^2), predictive relevance (Q^2), and standardized root mean square residual (SRMR). Table 3 shows R^2 values of 0.617 for consumer perception (CP) and 0.626 for consumer purchase decision (CPD), indicating substantial variance explained (Chin, 1998). All Q^2 values were above 0, demonstrating predictive relevance (Atkinson & Flint, 2001). The SRMR value was 0.043 for both the saturated and estimated models, below the 0.08 threshold, indicating a good model fit (Chakma & Dhir, 2023).

Table 3 R^2, Q^2, SRMR analysis

Variable	R^2	Q^2
CI		0.551
PES		0.570
PSS		0.632
SS		0.632
CP	0.617	0.580
CPD	0.626	0.599
SRMR estimate for both the saturated and estimated model = 0.043		

Figure 2 presents the path analysis results, displaying the standardized path coefficients and corresponding t-values. Path coefficients represent the strength and direction of the relationships between the exogenous and endogenous variables. T-values greater than 1.96 (two-tailed) or 1.645 (one-tailed) are significant at the 0.05 level (Hair et al., 2019). All path coefficients were positive, ranging from 0.073 to 0.270, and statistically significant ($p < 0.05$ or $p < 0.001$), supporting the proposed hypotheses. The strongest relationships were between product symbol stimulation (PSS) and consumer perception (CP) ($\beta = 0.270$, $p < 0.001$), social stimulation (SS) and consumer purchase decision (CPD) ($\beta = 0.226$, $p < 0.001$), and product essence stimulation (PES) and consumer perception (CP) ($\beta = 0.250$, $p < 0.001$). These results indicate that product symbol stimulation, social stimulation, and product essence stimulation significantly influence consumer perception and purchase decisions for healthy wine.

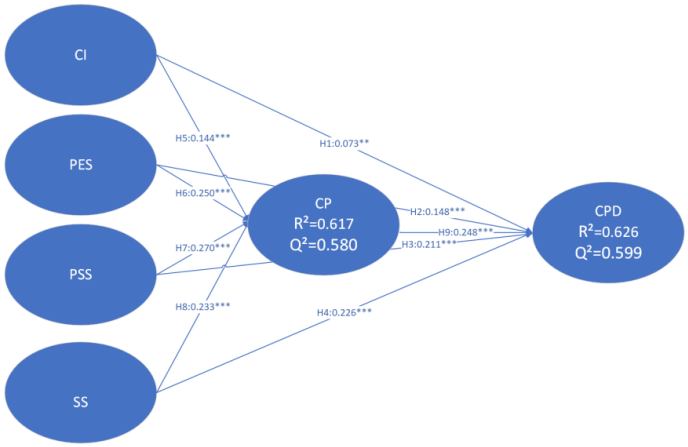

Figure 2 Path Analysis showing path coefficients and T–values.

Notes: CI=Consumer image, PES=Product essence stimulation, PSS=Product symbol stimulation, SS=Social Stimulation, CP=Consumer perception, CPD=Consumer purchase decision

Hypothesis Tests

Direct Effects

The direct effects of the exogenous variables on the endogenous variables were examined using path coefficients and their significance levels. As shown in Table 4, all direct path coefficients were positive and statistically significant ($p < 0.05$), supporting hypotheses H1 to H9.

Table 4 Regression Weights

Hypothesis	Original sample(O)	Sample mean (M)	STAV	T	P	Lower	Upper	Results
CI –> CPD(H1)	0.073	0.072	0.030	2.454	*	0.014	0.130	Accepted
PES –> CPD(H2)	0.148	0.149	0.034	4.360	***	0.084	0.216	Accepted
PSS –> CPD(H3)	0.211	0.212	0.036	5.927	***	0.142	0.282	Accepted
SS –> CPD(H4)	0.226	0.225	0.035	6.485	***	0.156	0.295	Accepted
CI –> CP(H5)	0.144	0.145	0.030	4.869	***	0.087	0.205	Accepted
PES –> CP(H6)	0.250	0.250	0.031	8.124	***	0.188	0.309	Accepted
PSS –> CP(H7)	0.270	0.269	0.034	7.841	***	0.202	0.339	Accepted
SS –> CP(H8)	0.233	0.233	0.030	7.805	***	0.175	0.292	Accepted
CP –> CPD(H9)	0.248	0.248	0.035	7.089	***	0.177	0.317	Accepted

Note: *p<0.05, ***p<0.001.

Mediation Effects

The mediation effects of consumer perception (CP) on the relationships between the exogenous variables and consumer purchase decision (CPD) were tested using specific indirect effects and their significance levels. As presented in Table 5, all specific indirect effects were positive and statistically significant ($p < 0.001$), supporting hypotheses H10 to H13. These results indicate that consumer perception partially mediates the effects of consumer image, product essence stimulation, product symbol stimulation, and social stimulation on consumer purchase decisions.

Table 5 Mediation Effects

Hypothesis	Original sample (O)	Sample mean (M)	STDEV	T	P	Results
CI -> CP -> CPD(H10)	0.036	0.036	0.009	3.948	***	Accepted
PES -> CP -> CPD(H11)	0.062	0.062	0.011	5.458	***	Accepted
PSS -> CP -> CPD(H12)	0.067	0.067	0.012	5.36	***	Accepted
SS -> CP -> CPD(H13)	0.058	0.058	0.011	5.087	***	Accepted

Note: ***p<0.001.

Table 6 displays the total effects of exogenous variables on endogenous variables, encompassing both direct and indirect impacts (Hair et al., 2019). All total effects were positive and statistically significant ($p < 0.001$). The strongest impacts were observed for social stimulation (SS) on consumer purchase decision (CPD) ($\beta = 0.284$, $p < 0.001$), product symbol stimulation (PSS) on consumer perception (CP) ($\beta = 0.278$, $p < 0.001$), and product essence stimulation (PES) on consumer purchase decision (CPD) ($\beta = 0.210$, $p < 0.001$). These results underscore the substantial influence of social stimulation, product symbol stimulation, and product essence stimulation on both consumer perception and purchase decisions for health wine. They also emphasize the importance of considering direct and indirect pathways in understanding these relationships within the model. Additionally, the significant total effects support the mediating role of consumer perception in linking exogenous variables to consumer purchase decisions, corroborating the findings of specific indirect effects outlined in Table 5.

Table 6 Total effects

Path	Original sample(O)	Sample mean(M)	STDEV	T	P	Results
CI -> CPD	0.108	0.108	0.03	3.623	***	Accepted
PES -> CPD	0.21	0.211	0.033	6.417	***	Accepted
PSS -> CP	0.278	0.279	0.036	7.736	***	Accepted
SS -> CPD	0.284	0.283	0.034	8.236	***	Accepted
CI -> CP	0.144	0.145	0.03	4.869	***	Accepted
PES -> CP	0.25	0.25	0.031	8.124	***	Accepted
PSS -> CP	0.27	0.269	0.034	7.841	***	Accepted
SS -> CP	0.233	0.233	0.03	7.805	***	Accepted
CP -> CPD	0.248	0.248	0.035	7.089	***	Accepted

Note: ***p<0.001.

Discussion

This study investigated how consumer image, product essence stimulation, product symbol stimulation, and social stimulation influence consumer purchase decisions for healthy wine, with a focus on the mediating role of consumer perception, guided by the Howard Sheth Model. The findings confirmed all hypotheses, indicating significant positive effects of these variables on both consumer perception and purchase decisions. Product symbol stimulation and social stimulation showed the strongest direct impacts on consumer perception and purchase decisions, underscoring the importance of symbolic meaning, cultural connotations, and social influences in shaping consumer behavior. (Escalas & Bettman, 2003; Wu, 2023; Zhang, 2022). Product essence stimulation, encompassing quality, price, and health benefits, also significantly influenced consumer attitudes and behaviors.(Dai, 2018; Monroe & Krishnan, 1985; Perrea et al., 2015). While consumer image had weaker direct effects, its influence remained statistically significant, highlighting the role of individual differences in consumer decision–making processes. (Solomon et al., 2012; Yin et al., 2013). The study further supported the mediating role of consumer perception, emphasizing its critical function in translating external stimuli into consumer actions. (Sheth et al., 1991; Zeithaml, 1988; Zhang, 2022).

New Knowledge

This study contributes new knowledge by extending the Howard Sheth Model to health wine consumption, revealing the significant influence of product symbol stimulation and social stimulation on consumer perception and purchase decisions. It highlights the importance of symbolic meanings, cultural connotations, and social influences in shaping consumer behaviors. Additionally, the study underscores the critical role of product essence stimulation—quality, price, and health benefits—in determining consumer attitudes and intentions. The research also emphasizes the mediating role of consumer perception in translating various stimuli into purchase decisions, offering a nuanced understanding of the decision-making process. Finally, it shows that consumer image, including demographic characteristics and personal values, plays a role in purchase decisions, suggesting that personal factors should be considered in marketing strategies. Overall, this study provides a holistic perspective on consumer decision-making and practical insights for effectively promoting healthy wine in a competitive market.

Conclusion

The study's findings underscore that consumer perception plays a significant mediating role, yet the exogenous variables also exert direct effects on consumer purchase decisions. This dual influence emphasizes the need for a comprehensive approach to understanding consumer decision-making processes, accounting for both direct and mediated pathways through which various factors impact purchasing intentions and behaviors. Overall, this research contributes empirical evidence supporting the Howard Sheth Model's relevance in healthy wine consumption contexts. By highlighting the interconnectedness of internal and external factors, the study enhances understanding and prediction of consumer behaviors and purchase decisions related to healthy wine products.

Implication and Contribution

This study expands the Howard Sheth Model to healthy wine consumption, enriching consumer behavior literature. It offers a comprehensive framework integrating internal and external stimuli, emphasizing consumer perception's mediating role in purchase decisions. The findings deepen understanding of factors influencing healthy wine consumer perceptions, highlighting symbolic, cultural, and product-related influences. The study underscores the

significant impact of product symbols and social stimulation on consumer decisions, urging marketers to prioritize quality and health benefits. Effective integrated marketing communications can strategically shape perceptions, influence decisions, and foster brand loyalty. Methodologically, PLS–SEM with a robust sample size and specific geographic focus strengthens the study's findings, providing insights for marketers navigating the competitive health wine market.

Limitation

While this study offers valuable insights into factors influencing consumer purchase decisions for healthy wine, several limitations should be considered. Firstly, its geographic scope was limited to Guangzhou City, Guangdong Province, China, potentially limiting generalizability to regions with different cultural and economic backgrounds. Secondly, the cross–sectional design captured consumer perceptions and intentions at a single point in time, suggesting a need for longitudinal research to track how these factors evolve and influence behavior. Thirdly, while comprehensive, the study did not account for additional factors like personal health conditions, product availability, or specific brand preferences, which could enrich the understanding of consumer decision–making processes for health wine. Lastly, reliance on self–reported data may introduce biases such as social desirability or recall bias. Future studies could address these limitations by employing objective measures or experimental designs. Nonetheless, this research provides a foundational understanding of the complexities involved in consumer decisions regarding health wine, offering valuable insights for both researchers and practitioners in the field.

Suggestions

This study provides valuable insights for brand managers and marketers aiming to effectively promote healthy wine products. Emphasizing the symbolic and cultural significance of healthy wine, along with leveraging social influences, can significantly impact consumer perceptions and purchasing decisions. Highlighting product essence through quality assurance, competitive pricing, and communicating health benefits also positively influences consumer attitudes. Considering consumer image is crucial, as individual differences shape decision–making processes. Tailored marketing strategies based on demographic characteristics, personality traits, and values can enhance promotional effectiveness.

Managing internal and external stimuli strategically can shape consumer perceptions and drive purchase decisions, supported by the mediating role of consumer perception highlighted in

this study. Future research could explore how demographic variables like age, gender, and income moderate relationships between exogenous variables and consumer behavior. Cross-cultural studies and investigations across different product categories would generalize findings and reveal context-specific factors. Longitudinal studies could track how perceptions and decisions evolve, offering insights into consumer loyalty and retention effects. Exploring additional factors such as product availability and post-sale services would deepen understanding of consumer behavior in the health wine market.

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