

Chapter 13

Understanding the Power of Sensory Marketing in Wine Culture Promotion: A Case Study on the Globalized Wine Market in China

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ABSTRACT

This chapter aims to study whether and how sensory marketing helps promote wine culture in China. Firstly, we will look into the nature of the alcohol industry in China, give an updated portrait of the main players and typical consumers, and investigate the possibilities of local liquor and international wine brands to apply sensory marketing in order to increase the consumption of alcoholic beverages. Secondly, the relevance of sensory marketing to the wine industry in scientific literature will be analyzed by a citation analysis. Thirdly, case studies will be considered and qualitative analysis performed to evaluate the impacts of sensory marketing strategies in wine promotion. An online survey was conducted in order to determine the market potential for imported wines among young consumers and their interest in sensory marketing activities.

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INTRODUCTION

Sensory marketing refers to the utilization of various senses by a business to create a positive impression of a brand. Using multiple senses helps to win the attention and trust of customers. Since the concept of sensory marketing was proposed in the 1990s, there has been a lot of literature demonstrating, from different angles, that sensory marketing is a good marketing solution. In the market economy, marketing has always played an important part, and with the impact of the COVID-19 pandemic on the offline economy, the share of online sales has expanded (Kim, 2020). The authors believe that the use of sensory marketing can serve as a powerful tool to stimulate in-store as well as online sales of alcoholic beverages.

Therefore, the purpose of this article is: a) to investigate the relevance of sensory marketing for alcohol promotion, b) to determine how to develop sensory marketing strategies for alcoholic beverages, and c) to find out whether sensory marketing contributes to the promotion of imported wines in China.

LITERATURE REVIEW

The Impact of Marketing

Marketing is the overall activity of a business to provide goods or services in order to meet the needs of consumers or users. Marketing strategy is the overall vision and planning of marketing efforts over a certain period of time within the concept of modern marketing, in order to achieve its business goals (Kotler, 2019). E.J. McCarthy (1960), a master of marketing management, defined marketing as the responsibility of business activities, which direct products and services from producers to consumers or users in order to meet customer needs and achieve corporate profits, and as a process of socio-economic activities aimed at meeting social or human needs and achieving social goals. Hilke (2008) describes how a marketing campaign can adjust the experience of pleasure experiments. The same wine, in the absence of additional information, is attached to different prices subject to taste. When additional information is provided, the assumed price is much higher; the difference, in fact, being equivalent to the added value of marketing to the product.

In essence, marketing through means such as guidance or stimulation, strives to convey a set of real, positive, unified interests to the consumer group, and in return profits through the return of the consumer group, the return of the user, and repeated purchases. In the context of a new generation business model based on a digital business model (Verhoef & Bijmolt, 2019), platforms (Muzellec et al., 2015), digital technology (Paiola & Gebauer, 2020) and data (Erevelles et al., 2016), marketing research provides a detailed analysis of customer and user behavior.

Marketing has changed dramatically over the past few decades, from one-way communication from company to consumer evolving into a dialogue between companies and consumers. Today, marketing communications are characterized by multidimensional conversations, products finding their voices, and consumers responding to them from the heart and subconsciously (Krishna, 2015).

In 2021, there were many successful marketing cases in the Chinese market, such as sports brand Hongxing Erke's donation to Henan in order to become the most traded domestic brand, reaching online sales of 10 million yuan literally overnight, and reviving its brand image which got outdated previously (HKT, 2021). The beverage and ice cream brand "Michelle Ice City" released a theme song that became popular nationwide, generating huge attention for the brand (Ye, 2021). The former brand became a

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