A STUDY ON THE IMPACT OF NEW MEDIA ADVERTISING FOR ALCOHOLIC BEVERAGES ON THE PURCHASE INTENTIONS OF TARGET AUDIENCES: A CASE STUDY OF SOUTHWEST WINE*

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Abstract

The objectives of this study are: 1) to examine the current conditions and problems associated with new media advertising for Southwest Wine; 2) to investigate the effects of content creativity, cultural presentation, interactive format, and delivery adaptability on audience cognitive identification and emotional resonance; 3) to analyze the effects of cognitive identification and emotional resonance on audience behavioral intention; and 4) to examine the mediating role of audience psychological perception in the relationship between advertising element perception and behavioral intention. This research adopts a quantitative research design based on the Stimulus–Organism–Response (S–O–R) framework. The population consists of Chinese adults who had been exposed to Southwest Wine advertising on new media platforms within the previous six months, and the sample comprises 695 participants selected through purposive and convenience sampling. Data were collected using a structured questionnaire and analyzed through descriptive statistics, reliability and validity assessments,

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confirmatory factor analysis, multiple regression analysis, and Bootstrap mediation testing using SPSS and AMOS.

The research results show that: 1) Southwest Wine's new media advertising faces several challenges, including relatively low advertising exposure, limited interactive formats, insufficient integration of cultural elements, and weak conversion into purchase intention; 2) content creativity, cultural presentation, interactive format, and delivery adaptability have significant positive effects on cognitive identification and emotional resonance ($p < 0.001$), with delivery adaptability exerting the strongest effect on cognitive identification ($\beta = 0.297$) and cultural presentation exerting the strongest effect on emotional resonance ($\beta = 0.347$); 3) cognitive identification ($\beta = 0.263$, $p < 0.001$) and emotional resonance ($\beta = 0.537$, $p < 0.001$) have significant positive effects on behavioral intention, with emotional resonance demonstrating the stronger influence; and 4) audience psychological perception partially mediates the relationship between advertising element perception and behavioral intention, with a total indirect effect of 0.402 and a 95% confidence interval of [0.331, 0.470], accounting for 58.4% of the total effect. The study concludes that the effectiveness of Southwest Wine's new media advertising depends primarily on its ability to generate cognitive identification and emotional resonance, particularly through culturally meaningful content and platform-appropriate communication. The recommended strategies include developing culturally differentiated and creative content, expanding interactive advertising formats, improving platform-specific precision targeting, providing clearer purchase guidance, and strengthening responsible advertising practices.

Keywords: Southwest Wine, New Media Advertising, Advertising Element Perception, Audience Psychological Perception, Behavioral Intention

Introduction

The rapid development of digital technologies has fundamentally transformed the communication environment of the alcoholic beverage industry. Traditional advertising through television, newspapers, radio, and outdoor media has gradually expanded into an integrated new media ecosystem comprising social media platforms, short-video applications, livestreaming, and algorithm-based content distribution. Compared with conventional advertising, new media advertising enables brands to communicate with consumers in real time, personalize promotional content, encourage audience participation, and transform consumers from passive information recipients into active content participants. These changes have created new opportunities for regional alcoholic beverage brands to enhance brand awareness, establish consumer relationships, and influence purchasing behavior. In China, WeChat, Douyin, Xiaohongshu, and Weibo have become important channels through which alcoholic beverage brands communicate product information, construct brand identities, and interact with target audiences. Digital platforms allow brands to integrate text, images, short videos, livestreams, user-generated content, and interactive activities into their marketing strategies. Nevertheless, the growing use of digital alcohol marketing has also raised concerns regarding algorithmic targeting, covert advertising, and repeated consumer exposure. Previous research indicates that digital platforms connect advertising, audience interaction, and content circulation, making alcoholic beverage marketing more personalized, participatory, and difficult to regulate (Carah & Brodmerkel, 2021; World Health Organization, 2022). Exposure to alcohol-related content on social media may also influence consumer attitudes, social norms, and behavioral intentions through peer interaction and emotional engagement (Alhabash et al., 2022; Strowger & Braitman, 2023). Southwest China possesses distinctive ecological resources, ethnic cultures, production traditions, and regional narratives that

provide a strong foundation for developing differentiated wine brands. However, Southwest Wine brands generally have lower national recognition and fewer marketing resources than well-established alcoholic beverage brands. Their new media advertising continues to face several challenges, including homogeneous content, superficial presentation of cultural elements, insufficient audience interaction, relatively low advertising exposure, and weak conversion from online engagement into purchasing behavior. Consequently, determining how regional resources can be transformed into meaningful advertising content has become an important issue for the sustainable development of Southwest Wine enterprises. Existing international studies have primarily examined the relationship between digital alcohol marketing and drinking behavior, especially among adolescents and young adults. Domestic studies have mainly focused on national baijiu brands, short-video marketing, livestream commerce, and general communication strategies. Relatively little empirical attention has been given to regional wine brands or to the psychological mechanisms through which advertising elements influence consumer behavior. In particular, limited research has simultaneously examined how content creativity, cultural presentation, interactive format, and delivery adaptability generate cognitive identification and emotional resonance, which subsequently influence behavioral intention.

To address these gaps, this study applies the Stimulus–Organism–Response (S–O–R) framework to investigate the influence mechanism of Southwest Wine's new media advertising. Advertising element perception, comprising content creativity, cultural presentation, interactive format, and delivery adaptability, represents the external stimulus. Audience psychological perception, consisting of cognitive identification and emotional resonance, represents the internal psychological state, while behavioral intention represents the audience response. Based on data collected from 695 respondents, this study evaluates the direct effects of advertising elements on audience psychological perception and behavioral intention, as well as the mediating role of cognitive

identification and emotional resonance. The findings are expected to extend the application of the S–O–R framework to regional wine marketing and provide practical guidance for developing culturally differentiated, interactive, platform-specific, and responsible new media advertising strategies.

Objectives

1. To examine the current conditions and major problems associated with new media advertising for Southwest Wine.

2. To investigate the effects of Content Creativity, Cultural Presentation, Interactive Format, and Delivery Adaptability on Cognitive Identification and Emotional Resonance.

3. To examine the effects of Cognitive Identification and Emotional Resonance on audiences' Behavioral Intention toward Southwest Wine.

4. To examine the mediating role of Audience Psychological Perception in the relationship between Advertising Element Perception and Behavioral Intention.

Literature Review

New media advertising has transformed alcoholic beverage marketing from one-way communication into a personalized and interactive process. Social media, short-video applications, and livestreaming platforms enable brands to distribute targeted content, communicate with consumers in real time, and encourage audience participation. Carah and Brodmerkel (2021) explained that digital platforms integrate advertising, user interaction, and content production, while the World Health Organization (2022) noted that algorithmic targeting and embedded promotional content have made alcohol advertising increasingly personalized and less visible. Previous research has demonstrated the influence of digital alcohol-related content on audience perceptions and behavior.

Alhabash et al. (2022), in a systematic review covering more than 200 studies, found that social media use and exposure to commercial and user-generated alcohol content were generally associated with alcohol-related attitudes and consumption. Rutherford et al. (2024) found that young social media users encountered approximately one alcohol advertisement every three minutes on Facebook and Instagram, indicating the high frequency of algorithmically delivered advertising. McCreanor et al. (2025) reported that 70.6% of surveyed young people had encountered alcohol marketing on at least one social media platform and that active engagement with such content was more strongly associated with online purchasing and drinking behavior than passive exposure. Similarly, Steers et al. (2025) identified consistent positive relationships between exposure to or posting alcohol-related content and alcohol-related behavior among young adults. These findings highlight the importance of interactivity and audience participation in digital alcohol marketing. This study applies the Stimulus–Organism–Response (S–O–R) framework proposed by Mehrabian and Russell (1974). The framework suggests that external stimuli influence individuals' internal cognitive and emotional states, which subsequently produce behavioral responses. In this study, advertising element perception represents the stimulus, audience psychological perception represents the organism, and behavioral intention represents the response. Advertising element perception comprises content creativity, cultural presentation, interactive format, and delivery adaptability. Creative content can attract attention and improve brand recognition, while cultural presentation can communicate a brand's regional identity and symbolic value. Interactive formats, including comments, livestreams, short-video challenges, and user-generated content, encourage active audience participation. Delivery adaptability reflects the consistency between advertising content, platform characteristics, target audiences, and media-use habits. Jia et al. (2024) found that consistency between advertising appeals and narrative presentation improved information-processing fluency and

advertising responses. These findings suggest that appropriately designed and delivered advertising can strengthen both cognitive and emotional audience reactions. Audience psychological perception consists of cognitive identification and emotional resonance. Cognitive identification refers to an audience's understanding and recognition of a brand's quality, identity, and credibility. Emotional resonance refers to the emotional connection created when advertising content corresponds with an audience's values, experiences, or cultural identity. Vrtana and Krizanova (2023) found that emotional advertising appeals significantly influenced purchasing behavior and strengthened brand–consumer relationships. Dwivedi et al. (2021) also indicated that social media engagement can enhance brand awareness and electronic word-of-mouth intention. Therefore, cognitive identification and emotional resonance are expected to increase purchase intention, recommendation intention, continued brand attention, and word-of-mouth communication.

According to the S–O–R framework, audience psychological perception may mediate the relationship between advertising element perception and behavioral intention. Advertising characteristics first shape how audiences understand and feel about a brand before influencing their behavioral responses. Cognitive identification represents the rational pathway based on brand knowledge and trust, whereas emotional resonance represents the affective pathway based on attachment and cultural connection. Existing international studies have primarily examined digital alcohol advertising in relation to drinking risks among adolescents and young adults. Chinese studies have mainly focused on national baijiu brands, livestream commerce, and short-video marketing. Limited research has investigated regional wine brands in Southwest China or compared the cognitive and emotional mechanisms linking advertising elements with behavioral intention. Therefore, this study develops an integrated model of "Advertising Element Perception–Audience Psychological Perception–Behavioral

Intention" to explain how Southwest Wine's new media advertising affects its target audiences.

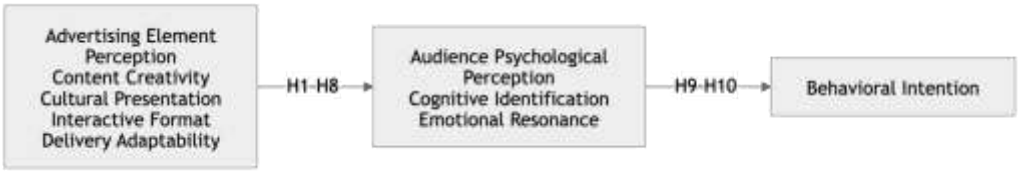


Figure 1: Conceptual Framework of the Study

Methodology

This study employed a quantitative, cross-sectional research design based on the Stimulus–Organism–Response (S–O–R) framework. The population consisted of Chinese adults aged 18 years or older who had been exposed to Southwest Wine advertising on new media platforms within the previous six months. A combination of purposive and convenience sampling was used. After incomplete, inconsistent, and invalid responses were removed, 695 valid questionnaires were retained for analysis.

Data were collected through online and offline surveys using a structured questionnaire. The questionnaire consisted of four sections: demographic information, Advertising Element Perception, Audience Psychological Perception, and Behavioral Intention. Advertising Element Perception comprised Content Creativity, Cultural Presentation, Interactive Format, and Delivery Adaptability. Audience Psychological Perception comprised Cognitive Identification and Emotional Resonance. All measurement items were adapted from established scales and assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The data were analyzed using SPSS 26.0 and AMOS 24.0. Descriptive statistics were used to summarize respondent characteristics and the current

conditions of Southwest Wine's new media advertising. Cronbach's alpha and composite reliability were used to assess reliability, while confirmatory factor analysis, average variance extracted, and discriminant validity testing were employed to evaluate construct validity. Pearson correlation and multiple regression analyses were conducted to test H1–H10. Finally, Bootstrap mediation analysis was performed to examine the mediating effect of Audience Psychological Perception proposed in H11.

Results

Among the 695 respondents, WeChat Channels was the most frequently reported platform for exposure to Southwest Wine advertising (70.19%), followed by Douyin (66.35%), Xiaohongshu (64.90%), and Weibo (60.58%). Short videos were the most commonly encountered advertising format (74.52%), while interactive challenges had the lowest exposure rate (42.31%). Most respondents encountered Southwest Wine advertising only one to two times per month (38.46%), indicating that the overall advertising exposure remained relatively limited. Advertising Element Perception recorded an overall mean of 3.47 (SD = 0.56). Delivery Adaptability received the highest mean score (M = 3.68, SD = 0.54), whereas Interactive Format received the lowest (M = 3.32, SD = 0.63). Audience Psychological Perception recorded an overall mean of 3.58 (SD = 0.59), while Behavioral Intention recorded a mean of 3.49 (SD = 0.62). Among the behavioral dimensions, Word-of-Mouth Communication Intention received the highest score (M = 3.76, SD = 0.60), whereas Purchase Intention received the lowest (M = 3.38, SD = 0.65). The Cronbach's alpha coefficients ranged from 0.809 to 0.855, and the composite reliability values ranged from 0.851 to 0.885, exceeding the recommended threshold of 0.70. The average variance extracted values ranged from 0.596 to 0.651, exceeding the threshold of 0.50. Moreover, the square root of the AVE for each construct was greater than its correlations with the other

constructs. These results confirmed satisfactory internal consistency, convergent validity, and discriminant validity. All proposed direct-effect hypotheses were supported at the 0.001 significance level. Content Creativity, Cultural Presentation, Interactive Format, and Delivery Adaptability significantly and positively influenced both Cognitive Identification and Emotional Resonance. Delivery Adaptability exerted the strongest effect on Cognitive Identification (β = 0.297), whereas Cultural Presentation exerted the strongest effect on Emotional Resonance (β = 0.347). The four advertising elements explained 56.0% of the variance in Cognitive Identification and 54.4% of the variance in Emotional Resonance. Both Cognitive Identification (β = 0.263, $p < 0.001$) and Emotional Resonance (β = 0.537, $p < 0.001$) significantly and positively influenced Behavioral Intention. Emotional Resonance demonstrated a substantially stronger effect. Together, the two psychological dimensions explained 55.2% of the variance in Behavioral Intention.

Table 1: Summary of Hypothesis-Testing Results

Hypothesis	Proposed relationship	β	p	Result
H1	Content Creativity ⟶ Cognitive Identification	0.233	< 0.001	Supported
H2	Content Creativity ⟶ Emotional Resonance	0.191	< 0.001	Supported
H3	Cultural Presentation ⟶ Cognitive Identification	0.220	< 0.001	Supported
H4	Cultural Presentation ⟶ Emotional Resonance	0.347	< 0.001	Supported
H5	Interactive Format ⟶ Cognitive Identification	0.178	< 0.001	Supported

H6	Interactive Format ⟶ Emotional Resonance	0.249	< 0.001	Supported
H7	Delivery Adaptability ⟶ Cognitive Identification	0.297	< 0.001	Supported
H8	Delivery Adaptability ⟶ Emotional Resonance	0.118	< 0.001	Supported
H9	Cognitive Identification ⟶ Behavioral Intention	0.263	< 0.001	Supported
H10	Emotional Resonance ⟶ Behavioral Intention	0.537	< 0.001	Supported

Bootstrap analysis confirmed that Audience Psychological Perception partially mediated the relationship between Advertising Element Perception and Behavioral Intention. The total indirect effect was 0.402, with a 95% confidence interval of [0.331, 0.470]. Because the confidence interval did not include zero, the mediating effect was statistically significant. The indirect effect accounted for 58.4% of the total effect. Therefore, H11 was supported.

Discussion

The findings support the Stimulus–Organism–Response (S–O–R) framework by demonstrating that new media advertising elements influence Behavioral Intention through audiences' cognitive and emotional responses. Content Creativity, Cultural Presentation, Interactive Format, and Delivery Adaptability significantly enhanced both Cognitive Identification and Emotional Resonance. This indicates that audiences respond not only to advertising information but also to its creativity, cultural meaning, interactive characteristics, and suitability for the selected platform. Delivery Adaptability exerted the strongest effect on Cognitive Identification. Advertising that corresponds with

audiences' media-use habits and platform preferences facilitates information processing and improves brand understanding. This finding is consistent with Jia et al. (2024), who found that compatibility between advertising appeals and presentation formats improved processing fluency and advertising responses. For Southwest Wine, platform-specific advertising may therefore increase audiences' recognition of product quality, brand positioning, and credibility. Cultural Presentation had the strongest effect on Emotional Resonance. This suggests that incorporating regional culture, ethnic traditions, ecological resources, and local production practices into advertising can strengthen emotional attachment to Southwest Wine. Regional cultural narratives provide symbolic meaning that distinguishes Southwest Wine from nationally recognized alcoholic beverage brands. This result is consistent with Vrtana and Krizanova (2023), who found that emotional advertising appeals strengthened brand–consumer relationships and purchasing responses. Both Cognitive Identification and Emotional Resonance significantly influenced Behavioral Intention; however, Emotional Resonance produced the stronger effect. This indicates that audiences' behavioral responses are driven more strongly by emotional attachment than by rational brand recognition alone. Alcoholic beverages frequently carry social, cultural, and experiential meanings. Therefore, advertising that creates feelings of cultural connection, familiarity, or enjoyment may be more effective than content focused solely on product information. This finding also corresponds with previous studies demonstrating that interactive and emotionally engaging social media content can influence audience attitudes, participation, and behavioral outcomes (Alhabash et al., 2022; McCreanor et al., 2025). The mediation analysis further confirmed that Audience Psychological Perception partially mediated the relationship between Advertising Element Perception and Behavioral Intention. This supports the S–O–R proposition that external advertising stimuli influence behavior through internal psychological processes. The partial mediation indicates that advertising elements affect Behavioral Intention both directly and

indirectly through Cognitive Identification and Emotional Resonance. Therefore, improving technical advertising characteristics alone may be insufficient unless the content also strengthens audiences' understanding of and emotional connection with the brand. Although respondents demonstrated relatively strong Word-of-Mouth Communication Intention, their Purchase Intention remained comparatively low. Interactive Format also received the lowest evaluation among the advertising dimensions. These findings suggest that Southwest Wine's current advertising is more effective at generating awareness and social sharing than converting engagement into purchasing behavior. Consequently, brands need to connect culturally meaningful and interactive content with clearer product information, purchasing channels, promotional incentives, and calls to action to improve advertising conversion.

Recommendation

Based on the findings, Southwest Wine enterprises should strengthen the effectiveness of their new media advertising through the following strategies. First, brands should develop culturally differentiated content by integrating regional ecological resources, ethnic traditions, production techniques, and local narratives into a consistent brand story. Because Cultural Presentation exerted the strongest effect on Emotional Resonance, culturally meaningful advertising can enhance emotional attachment and distinguish Southwest Wine from competing brands. Second, advertising content should be adapted to the characteristics of individual platforms and audience media-use habits. Short videos may be prioritized on Douyin, informative and lifestyle-oriented content on Xiaohongshu, and brand stories and customer relationship activities on WeChat Channels. Platform-specific formats, language, presentation styles, and posting schedules should be used to strengthen Cognitive Identification and improve advertising relevance.

Third, Southwest Wine brands should expand interactive advertising formats, including livestream activities, short-video challenges, online tasting events, polls, and user-generated content campaigns. Greater audience participation can strengthen emotional engagement, increase content circulation, and transform passive advertising exposure into sustained brand interaction. Fourth, brands should improve the conversion from audience engagement to actual purchasing behavior. Advertising should provide clear product information, purchase links, promotional incentives, and calls to action. Online content should also be integrated with e-commerce platforms, offline tasting activities, tourism experiences, and membership programs to connect brand awareness with purchasing decisions. Finally, alcoholic beverage advertising should comply with relevant legal and ethical requirements. Enterprises and digital platforms should strengthen age verification, clearly identify promotional content, avoid targeting minors, and refrain from presenting excessive drinking as socially desirable. Responsible advertising practices can protect consumers while supporting the sustainable development and long-term credibility of Southwest Wine brands.

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