

# Business Plan and Its Implementation on Food and Beverage Business “ALIBABA FROZEN FOOD”

## ABSTRACT

This report is aiming to show how food and beverages business have an impact on society. Alibaba frozen food is a middle eastern food company based in Indonesia that was founded in 2021 with the intention of satisfying the demands of the public for quick, affordable, and practical meals. In order to more effectively and efficiently attain a larger market share, it carries the online and offline notion of marketing strategy. By selecting uniqueness products and healthy cooking ingredients. Alibaba Frozen Food consistently seeks to adapt to the circumstances, such as the COVID-19 pandemic when Indonesia's economy was struggling. The issues that are typical for a new firm to encounter were discovered throughout the installation of this enterprise. It is a tactic used in marketing. Brand awareness is a fundamental part of marketing, impacting customer decision-making, market performance, and brand equity. It shows how comfortable the target market is with a business, its goods, or services. This business may be utilised to identify issues as well as come up with several solutions to issues that arise in a company.

*Keywords: food and beverages, marketing strategy, brand awareness, Covid-19, market performance.*

## 1. INTRODUCTION

### 1.1 Background

The rich and varied cuisine of Indonesia has been greatly influenced by Middle Eastern culinary traditions. Centuries of commerce, migration, and colonisation have produced the nation's distinctive combination of flavours, spices, and textures, which are a reflection of its rich cultural background. Indonesian food is a synthesis of several civilizations, such as Chinese, Indian, and European, combined with unique regional ingredients and traditional cooking methods. For instance, curried meat and vegetable dishes like curry and gulai in the Sumatra area are clearly influenced by Middle Eastern and Indian cuisine. Generations have carried down these culinary traditions, and as a result, each region has developed unique methods for preparing food, which has resulted in the localization of regional flavours.

Bold, spicy flavours that are brimming with flavour and aromas are what define Indonesian food. Rendang, a well-known pig stew with classic Middle Eastern flavours, and satay (sate), a dish of chopped meat skewered and grilled, are two popular dishes that highlight Middle Eastern influences. These meals have gained popularity not just in Indonesia but also in Singapore and Malaysia, two nearby nations (Giuditta, 2020).

Businesses in the eastern food market are clearly attractive. Beside the good taste, the price is significantly reasonable than other western food. The price has been calculated, and it will benefit the middle-income consumers. This is a high-potential market to pursue, as well as the market for the snack products that we offer.

People's food preferences in Indonesia have evolved and growth. This is shown in the data that Grab has demonstrated a rapid growth in monthly F&B business numbers in Indonesia.

32 Data shows that the increase reached more than 65% in 2020, when the pandemic hit,  
33 compared to 2019.

34 The traditional food in the middle east countries in Indonesia may act as the foundation for  
35 people who live within this area. People's identity, culture, and tradition can be seen during  
36 the presence of food. Sustaining heritage is important considering the acknowledgment that  
37 the next generation should have toward their past, hence continuing the practice of consuming  
38 traditional food as it acts as a significant reminder of the culture and identity. Middle-Eastern  
39 traditional food is known for its exotic, rich, and aromatic flavours that may be present in both  
40 daily and special occasions. However, consumer perception toward traditional food within the  
41 Middle East has changed due to globalization along with business and marketing. Consumer  
42 perception and relevance of Traditional food consumption in these countries, along with future  
43 prospects and awareness efforts to sustain the presence of traditional food, are also briefly  
44 outlined. (Savvaidis et al., 2022).

45 Based on Valid News Article, Consumers' food preferences in Indonesia have evolved and  
46 growth. This is shown in the data that Grab has demonstrated a rapid growth in monthly  
47 F&B business numbers in Indonesia. Data shows that the increase reached more than 65% in  
48 2020, when the pandemic hit, compared to 2019.

49



Sementara itu, pada masa pandemi covid-19, Grab juga melihat adanya pertumbuhan pesat di angka bisnis *Food and Beverage* atau F&B bulanan di Indonesia. Data menunjukkan kenaikannya mencapai lebih dari 65% pada tahun 2020, saat masa pandemi melanda, dibandingkan dengan tahun 2019.

50

51 **Fig. 1. Article of growth food and beverage business**

52 Source: [https://validnews.id/ekonomi/emados-shawarma-andalkan-80-penjualan-dari-](https://validnews.id/ekonomi/emados-shawarma-andalkan-80-penjualan-dari-platform-digital)  
53 [platform-digital](https://validnews.id/ekonomi/emados-shawarma-andalkan-80-penjualan-dari-platform-digital)

## 54 **2. LITERATUR REVIEW**

### 55 **2.1 Opportunities to Open a Business in the Food and Beverage Sector**

56 The culinary industry is growing in popularity in today's world. The food and beverage  
57 industry automatically has a strategic position in increasing passion or competition in the  
58 culinary business world, as evidenced by the many small businesses that have sprouted up in  
59 Bekasi, such as restaurants, cafes, and even online culinary shops, indicating that Bekasi can  
60 become a market for culinary entrepreneurs. As a result, it is suggested that businesses make  
61 use of online marketing because doing it offline might be outdated.

62 Online marketing can be done in a variety of methods on the internet such as social media.  
63 Culinary businesses and endorsers may use social media to promote culinary products.  
64 Although it provides great opportunities for sellers or entrepreneurs, the competition to attract

65 investors and consumers to the products is becoming increasingly fierce. As a result, Alibaba  
66 use product promotions or advertising to ensure that their products are seen by social media  
67 users who are potential customers.

## 68 **2.2 Strategies with Innovative Product Variants**

69 Alibaba Frozen Food is a company involved in the food and beverage industry. Alibaba will  
70 initially develop a number of products. In order to increase customers, that are both trendy and  
71 timeless in Indonesia. After conducting research, Alibaba will produce these products, market them  
72 online via social media and marketplaces, and conduct online transactions for buying and selling.  
73 Alibaba aims for both quality and quantity to ensure that the sales flow can continue along with  
74 evaluation and innovation over the long term. This is accepted since Alibaba uses social media  
75 channels for its marketing initiatives. In order to increase audience size, this marketing activity  
76 involves producing engaging content and paid advertising material, or Ads.

77

## 78 **2.3 Hypothesis**

79 "The low brand awareness of local products of a brand" is the premise for this hypothesis. The  
80 discrepancy between the business model's execution and the previously created plans in 2021  
81 will be used to test the hypothesis.

82

## 83 **3. METHODOLOGY**

### 84 **3.1 Business Profile**

85 The culinary industry is on the rise as people are inclined to eat outside instead of self-cooking.  
86 It continues to grow in terms of product innovation and renewal of type of food products.  
87 Traditional Arabic cuisine, which has been produced since the old times remains to win a  
88 place in customers' hearts. Arabic cuisine is still in high demand by customers, and there are  
89 still many of them being offered on the market. Thus, the Arabic culinary sector has a sizable  
90 market size and proven potential up to this point.

91

92 Some examples of typical Arabic food that are high in demand and have good prospects are  
93 the shisha cafe business and also the many Abunawas food businesses. These businesses have  
94 proven that traditional Arabic cuisine is still in high demand. So, because of such high demand,  
95 this middle east cuisine is a very profitable business.

96 Alibaba frozen food has been established since 2021. This ethnic restaurant truly embraces the  
97 idea of Arabic cuisine by offering menu items like kebabs, pastels, canai bread, etc.

98 The word "Alibaba" named in a story as a poor but honest woodcutter who finds the secret of  
99 a thieves' lair and enters with the magical phrase "open sesame." The company anticipates that  
100 the distinctiveness of the brand name will help the usual Arabic food industry pique customers'  
101 interest and pique their desire to try the restaurant's menu items.

### 102 **3.2 Business Model**

103 A business model is a method used by business people or companies to run their business or  
104 can be called in a position between business strategies and business processes. There are  
105 several business model analysis methods that are often used by companies or business actors,  
106 one of which is the Business Model Canvas. According to Osterwalder & Pigneur (2010), this  
107 business model has changed the business concept that was initially complicated to do to be  
108 simple to carry out. The business model is divided into nine elements, namely: Customer  
109 Segments (Customer Segment), Value Proposition, Network (Channel), Relationship with  
110 Customers (Customer Relationship), Flow of Funds (Revenue Stream), Key Resources (Key

111 ResourcesResources), Core Activities (Key Activities), Key Partnerships (Key Partners) and  
112 Cost Structure (Cost Structure).

113 **3.2.1 Key partners:**

114 Alibaba Frozen Food has two key partnership: the supplier and the reseller. The supplier,  
115 which is located in Bekasi, also offers good quality products and halal-based products. The  
116 reseller is from various people who want to resell our products.

117 **3.2.2 Key Activities:**

118 Alibaba Frozen Food has two key activities in running the business. The marketing aspects,  
119 management aspect, and the production aspects. The marketing aspects are based on word of  
120 mouth, and marketing through social media such as Instagram. The production aspects are  
121 from what we buy from the supplier until we deliver to customers. The management aspect is  
122 to manage the financial, human resources, and marketing in the business.

123 **3.2.3 Key Resources:**

124 Alibaba Frozen Food has three key resources for running the business – cooking tools, food  
125 ingredients, food supplier.

126 **3.2.4 Value Proposition:**

127 Alibaba Frozen Food provides good quality Arabic culture food products and also non-Arabic  
128 product without preservatives and also provides free delivery service for the consumers who  
129 live in Bekasi.

130 **3.2.5 Customer Relationship:**

131 Alibaba frozen food has three important aspects in customer relationships, namely by  
132 providing discounts, following market trends, communicating via social media. This aims to  
133 receive any complaints, criticisms or suggestions from customers.

134 **3.2.6 Channels:**

135 Alibaba Frozen Food runs two active social media to date, namely Instagram and WhatsApp.  
136 These two platforms are used with different goals. Instagram for the marketing aspect and  
137 WhatsApp WhatsApp for the production aspect.

138 **3.2.7 Customer Segments:**

139 Alibaba frozen food has customer segments mostly from young people ranging from 15 to 50  
140 years old. Their occupations vary - students, college students, family, principally people who  
141 like Arabic food culture.

142 **3.2.8 Cost Structure:**

143 In running the business so far, Alibaba frozen food has three cost structures - packaging,  
144 marketing, and production. For packaging, food should be packed in such a way as to keep it  
145 warm and safe to be taken away. For marketing, the company makes use of public figures as  
146 a product endorsement. For production is for the operation in the business such as electricity,  
147 shipping, and etc.

148 **3.2.9 Revenue Stream:**

149 The revenue of Alibaba frozen food is from the product sales from customers and resellers.

150

### 151 **3.3 Marketing Strategy**

#### 152 **3.3.1 Two types of promotional strategies**

153 According to Adetayo (2006), promotion is to educate, remind, and persuade target  
154 customers about the company and its goods. He added that advertising is frequently  
155 employed by businesses to set their goods apart from those of competitors. A  
156 promotion campaign is a coordinated set of marketing initiatives created to achieve a  
157 certain goal. Making ensuring that each component of the promotion mix functions as  
158 a whole to carry out the organization's overall promotion operations is the clear  
159 objective of promotion management.

##### 160 **3.3.1.1 Brand awareness strategy**

161 Instagram is used to carry out this technique as this platform offers both free and paid  
162 options. On Instagram profile with accounts that have a huge number of followers and  
163 a high degree of interaction, endorsements are used to execute paid promotions and  
164 endorsements. Alibaba use endorsement technique as the main strategy for the brand  
165 awareness. Meanwhile, unpaid promotion is done by sharing visually appealing and  
166 interesting material on Instagram, such as sales and promos.

167

##### 168 **3.3.1.2 Word of Mouth Strategy**

169 The term "word of mouth marketing approach" refers to "oral, one-on-one contact between a  
170 receiver and a communicator whom the receiver views as noncommercial regarding a brand,  
171 a product, or a service" (Krishnan & C., 2018). As a result, Alibaba Frozen Food employs this  
172 technique of product marketing to relatives of its closest consumers. It has been shown that up  
173 to this point, 60% of Alibaba's customers are from relatives. Word-of-mouth influence greatly  
174 outweighs the influence of marketing initiatives. Marketing communications often cannot turn  
175 around bad word of mouth about a product (Miroslav Karlíček et al., 2010). Word-of-mouth  
176 is defined as any testimonial—whether favorable or unfavorable—that a consumer offers  
177 regarding a brand or business and is published in the Internet (Hennig et al. et al. 2004).

178

#### 179 **3.3.2 Marketing mix strategy**

180 One of the most crucial elements in the marketing process is marketing mix. It significantly  
181 contributes to the customer's value creation and happiness. When it comes to satisfying client  
182 needs and building a lasting, lucrative connection with them, the marketing mix, often known  
183 as the 4Ps (product, pricing, promotion, and location), is particularly effective. In actuality, the  
184 marketing mix notion forms the foundation of the conventional theoretical framework for the  
185 application of marketing-management process activities (Festa et al., 2016). Creating a  
186 marketing mix plan is therefore crucial for the Alibaba firm in order to support marketing-  
187 related objectives. It is crucial to consider consumer wants before starting a firm since meeting  
188 their needs is one of the tactics.

189

190

##### 191 **3.3.2.1 Product**

192 Alibaba creates goods that are in the food and beverage categories. The ideal product may  
193 satisfy customers' requirements and preferences while also benefiting the business. Products  
194 of great quality and appeal will be simpler to sell and produce happy customers. Consumers  
195 can benefit from quality items in addition to increasing their perception of the worth of the

196 products in their eyes. A high-quality product might offer advantages including better flavor,  
197 greater effectiveness, and nutritious meals.

198

### 199 **3.3.2.2 Price**

200 Alibaba Frozen Food has wisely decided the prices of its menu. The company serves with the  
201 highest quality products with their reasonable price. The price includes cost-plus pricing for  
202 the cooking services. Cost plus pricing is a pricing strategy that involves for all expenses,  
203 such as the price of raw materials and culinary services expended before the product is ready  
204 for sale. In the strategy, the desired profit is determined. As a result, Alibaba Frozen Food has  
205 set the selling price for each product between Rp15,000 and Rp70,000.

206

### 207 **3.3.2.4 Promotion**

208 Alibaba Frozen Food employs a range of promotional activities that are adapted to the goals,  
209 target audience, and available resources. It also uses social media to reach out to the public as  
210 a promotional activity. Endorsement promotions are run by various Instagram accounts with  
211 strong engagement. The company focuses on the endorsing system by Instagram influencers.  
212 The first step for endorsing an influencer is the company is looking for its market followers  
213 before promoting products by the influencer. After knowing the target market, we start to  
214 approach the influencer to offer a business cooperation in the form of product promotion. In  
215 addition, we are available for offline events such as weddings, birthday parties, parties, etc.  
216 The purpose is to create a company branding. We have a special package for any kind of  
217 event. It's a different package from usual because this package is for catering and only if the  
218 customer orders a lot of packages for any kind of event.

219

### 220 **3.3.2.4 Place**

221 Alibaba Frozen Food offers a virtual marketplace where prospective customers may transact  
222 for products. Alibaba makes use of social media sites like Instagram and WhatsApp. Alibaba  
223 items can efficiently and rapidly reach customers when distributed through the appropriate  
224 channels. Strategic product placement may also make a product more appealing and make it  
225 easier for buyers to obtain.

226

## 227 **4. IDENTIFICATION PROBLEM**

### 228 **4. Identification Problem**

229 Alibaba Frozen determined that the marketing component is the issue. When it comes to the  
230 marketing side of a company, all of these initiatives should aim to build brand awareness  
231 among consumers and the market in order to boost daily sales and steady the company's  
232 financial performance. Sales and brand awareness are not significantly impacted by Alibaba  
233 Frozen Food's use of social media for marketing purposes, such as Instagram posts featuring  
234 the company's products. This occurs for a number of reasons, including the challenges of  
235 competing with popular accounts; as a result, new accounts are hard to create and expand too  
236 slowly. In most aspects of marketing, brand awareness is crucial. According to Keller (2008),  
237 brand awareness means that customers are aware of a brand and are able to recall or recognize  
238 it.

### 239 **Problem Solving**

240 The purpose of the brand awareness strategy is to raise audience or prospective consumer  
241 understanding about the Alibaba Frozen Food brand. Instagram posts and stories, a social  
242 media platform with both sponsored and unpaid alternatives, are used to achieve this strategy.  
243 Paid marketing and endorsements are carried out through Instagram accounts with plenty of

244 interaction and a significant following (Influencer). Additionally, sponsored promotions may  
245 be carried out by utilising Instagram and other paid advertising platforms, with clear objectives  
246 and associated expenses. In the meanwhile, visually appealing and engaging material is posted  
247 on Instagram to carry out unpaid promotion. Increasing brand awareness within the target  
248 market is the result of the brand awareness strategy.  
249

250 Alibaba Frozen Food problem solving to brand awareness issue is how to use social media  
251 marketing. According to Appel et al., (2019), there are two important components to the  
252 current social media ecosystem. The first category consists of the platforms, whether large and  
253 small, well-established and new, which offer the underlying technology and business models  
254 that make up the sector and ecosystem. The use cases, or how diverse people and organizations  
255 are utilizing these technologies and why, come in second.  
256

257 Alibaba Frozen Food create a content in Instagram represent the brand's personality for the  
258 target audience. Alibaba Frozen Food produces audience-interesting content for social media  
259 marketing efforts such as a professional photoshoot of the products and also works with  
260 influencers to grow the number of followers and raise brand recognition. Thus, the brand can  
261 be trusted by potential customers in this variable, Instagram is the primary social media  
262 platform used by Alibaba Frozen Food. Fadil Jaidi (influencer) aims to offer basic yet engaging  
263 photo content since the images are meant to help potential buyers recognize actual product  
264 examples from Alibaba Frozen Food. He appears to have taken a snapshot holding frozen food  
265 items from Alibaba, and the expression on his face indicates that the items look tasty. Alibaba  
266 Frozen Food receives roughly 1000+ followers at that moment.  
267

268 Alibaba Frozen Food also create a content that share the benefit of the product. The network  
269 and online audience of a business can expand via the use of social media content sharing.  
270 Sharing might result in indirect sales, depending on the kind of content being shared.  
271

272 One may connect with additional individuals with similar interests via social networks. A large  
273 network can create connections that can lead to increased commerce. While using social  
274 networking, cautious and honest communication must be taken into account. In this situation,  
275 Alibaba Frozen Food aims to grow and develop strong connections with a variety of audiences  
276 by paying attention to marketing communication strategies. It also hopes to increase sales by  
277 fostering connections with other businesses (affiliates) or resellers by opening pre-orders of  
278 Albaik Chicken at lower prices. Preorders for backback chicken are always available on  
279 Alibaba Frozen Food during key occasions, such as Ramadan, Eid Mubarak, and Eid Fitr.  
280 Instagram is used for posting photographs and receives almost 60 responses.

281 Alibaba Frozen Food has a community for people who has enthusiast in middle eastern food  
282 using technology in the large online community known as the Instagram. Online communities  
283 with shared interests can be formed due to social networks. Alibaba attempts to develop  
284 community building because community development is crucial for marketing strategy. This  
285 is due to the fact that community building enables businesses or organizations to develop  
286 stronger, longer-lasting ties with clients or target audience. A company or organization can  
287 create a community with similar needs or interests through the community development  
288 process. By doing this, businesses may increase market penetration, boost client loyalty, and  
289 develop brand recognition. Alibaba offers engaging, educational, and interactive material on  
290 social media platforms as part of the marketing communication approach.

291

## 292 **5. DISCUSSION AND CONCLUSION**

293 Alibaba Frozen Food is a company that operates in the food and beverage industry. It was  
294 established in the city of Bekasi in 2021. Alibaba Frozen Food is a company that produces  
295 food and beverages under the brand name. Of course, Alibaba Frozen Food competes with  
296 international goods and is dedicated to constantly offering high quality at rates that everyone  
297 can afford. Alibaba Frozen Food offers food and beverage goods that present business  
298 prospects through an affiliate system. By becoming an affiliate, you may become a promoter  
299 and resell our products by posting engaging content on any social media platform. Currently,  
300 raw materials are purchased, cooked, and finished goods are ready stock items in the Alibaba  
301 Frozen Food production process. Online marketing is one of the marketing strategies used by  
302 Alibaba Frozen Food. Establishing company profiles on social media platforms like Instagram  
303 and utilising an endorser and ad system to advertise on these platforms are two methods of  
304 online marketing.

305

306 From a number of analyses and approaches to problem-solving about the small amount of  
307 traffic and audience reach on social media, as well as the lack of awareness of the Alibaba  
308 Frozen Food brand. In terms of assessment, marketing communication and social media  
309 tactics may be implemented on a shoestring, yet they still have a significant influence on brand  
310 recognition. In social media marketing, employing content references that are now trending  
311 on other social media has a reasonably high reach. Instagram is the next most popular social  
312 media network. Instagram prioritises the direct promotion of content produced by company  
313 owners on social media platforms to increase visibility and interaction.

314

315 Indonesia has been impacted by the Covid-19 pandemic since 2020, which has led to a number  
316 of issues in numerous areas, including the economy, society, and health. All Indonesians had  
317 a rough year, as did the rest of the globe. It is evident that the pandemic has a severe effect on  
318 Indonesian businesses, particularly in industries with offline operations. However, the  
319 condition did not stop businesses from trying to find new ways to generate possibilities to  
320 boost their economies, even in the face of new restrictions and policies. There are a few  
321 conclusions from a number of analyses and problem-solving techniques on the poor awareness  
322 of the Alibaba Frozen Food brand and the low traffic and audience reach on social media:

323 1. Social media and word-of-mouth marketing strategies can be carried out with a minimum  
324 budget but still have a big impact on brand awareness of a brand.

325 2. In order to have a sufficient level of interaction with followers on Instagram stories or posts,  
326 contents should include basic copywriting and simple images or videos that trigger questions  
327 of and request comments from followers.

328 3. Working with influencers needs consideration since they should be compatible with the  
329 market that our company is trying to reach. In terms of social media marketing, employing  
330 Instagram as the primary platform can be accompanied by leveraging content references that  
331 are currently trending on other social media.

332 4. After implementing several problem-solving strategies, Alibaba Frozen Food sales increased  
333 with a total revenue of IDR 10.475.000,00.

## 334 **ACKNOWLEDGEMENTS**

335 1. Prospective company owners must first conduct research on industry trends, consumer  
336 preferences, and research current culinary businesses before starting a firm.

- 337 2. In order for a culinary business to function efficiently, aspiring entrepreneurs should make  
338 a decision on and create a capital budget based on management factors. Also, They should  
339 also provide a food tester with a sample of their product.
- 340 3. Prospective company owners in the food industry must be ready to deal with fierce rivalry  
341 from competitors.
- 342 4. Because no one can predict the future in the business world, business people must set aside  
343 emergency funds.
- 344 4. If a company has managed to achieve brand awareness first, then the company can move  
345 on to other elements, thus helping the company develop in the business sector.
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