MARKETING SOLUTIONS IN REGULATED BUSINESS ENVIRONMENT: ALCOHOL INDUSTRY CASE

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Abstract. The article provides the overview of the marketing solutions for one of the less explored industries in food and beverage category –an alcohol industry. The phenomenal industry growth in the context of fierce regulations and restrictions worldwide, anti-consumption campaigns by governments and public bodies and at the same time almost absent research of companies' behaviour in such context led to a research question - how new marketing concepts are applied in such complicated and restricted industries as alcoholic beverage industry? According to this, the aim of research is to analyse marketing solutions of companies in this sector with special focus on Lithuanian market. The research is based on an overview of scientific literature, and results of conducted empirical research.

Keywords: marketing, alcohol industry, marketing concepts, consumer behaviour, consumer experience, market regulations.

Introduction

In the context of changing socio-cultural behaviour of society towards a healthier lifestyle, growing concerns of the macro – level stakeholders as World Health Organization as well as policy measures of regional and national bodies, alcohol industry is one of the most sensitive markets. Regardless the above-mentioned barriers global alcohol beverage market is estimated to be worth around $645 billion in 2017 and it is estimated to grow by 12 percent in 2018. Such economies as USA, Mexico, France, Italy, Greece, and UK are the main players of alcohol beverage industry by production and consumption. However, even the business giants in this sector here are facing challenges: restrictions on marketing, producing, trading conditions, discriminatory taxation and etc. The phenomenon of industry growth in the context of an enormous number of restrictions applied and little investigated companies behaviour leads to an intriguing research question: how marketing solutions are applied in heavily regulated industries as an alcohol industry?

In order to answer research question the paper provides the analysis of consumption and current trends in alcohol beverage market. The overview of marketing theories applicable to improvement of the marketing techniques in such industry is flowed by results of empirical research. This particular part provides consumer behavior analysis which is based on statistics of information search in digital information platforms and a consumer survey results. Finally, potential marketing solutions in a situation of this fiercely regulated market are provided.

1. Industry development trends and challenges for marketing strategies

In nowadays society, health factor becomes more important. Particularly in developed markets health started to become a niche motivator of consumption. Even though, the statistics shows that year by year the consumption of alcohol is increasing.

The alcohol market in 2017 was worth around $645 billion and it is estimated to grow by 12 percent in 2018. Annually it includes approximately 28,3 billion cases of wine that people consume worldwide (it is assumed that one case of

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wine or spirits contains 12 bottles of 750 ml each, if taking case of beer – it has 24 bottles or cans) (Govind, 2017). As claimed by IWSR Forecast report in 2021 global alcoholic beverage consumption will increase by 1 billion cases since 2015. Accordingly, compound annual growth will reach approximately 0,6%, which can be as indicator for expected levelling off of growth similar as a compound annual growth rate (CAGR) of 0,6% growth was seen during 2010-2015 (Oleinic, 2017).

There are two major indicators to measure levels of alcohol consumption: consumption per capita in liters of pure alcohol and consumption in grams of pure alcohol per person during one day (World Health Organization, 2018). Average worldwide alcohol per capita consumption in 2016 was 6,4 liters or 13,9 grams of pure alcohol per day. In European Region – 10,9 liters (World Health Organization, 2017). In Lithuania alcohol consumption per capita was higher than average European Region – it was 14,00 liters (Statistics Lithuania, 2016) and according to WHO in 2016 it was 15,00 liters (World Health Organization, 2018). Main factors which are influencing alcoholic beverage consumption are age, sex, economic wealth, socio-economic factors, cultural context, and control. The figure 1 presents total alcohol per capita consumption among drinkers (aged 15+) in liters of pure alcohol in 2016.
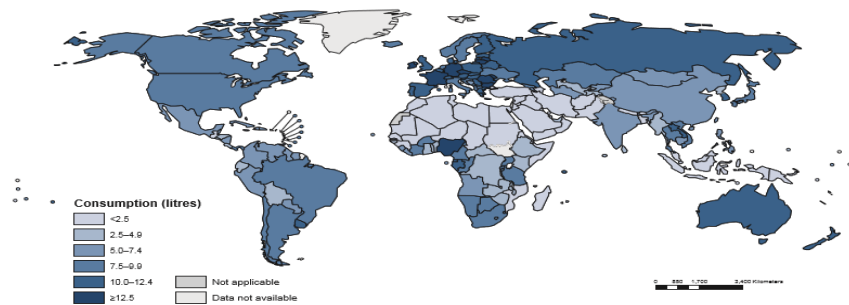

Figure 1.Total alcohol per capita consumption (APC) in 2016 (World Health Organization, 2018)

Assumptions that industry will grow by 2018 are led because of the other relevant trend is an increase in alcohol per capita consumption. This trend is caused mainly because in Western Pacific Region (China) and South East Asia Region (India) consumption of alcohol increased (World Health Organization, 2018). The alcohol consumption is tending to increase, especially in emerging markets. One of the factors which are influencing the increase of consumption and sales of organizations is launching new products or changing the design of the product. Furthermore, alcohol beverage companies increased their investments on digital marketing and social media platforms as a successful promoting strategy for communicating their customers. The challenges for the companies in this sector are the increase of restrictive policies and regulations, as well as the increase of health-conscious consumers.

Health factor becomes more influential across emerging markets. Particularly in developed markets health remains as a niche motivator of consumption. This trend mostly affects beer and spirits manufacturers, as wine is becoming more and more popular healthier option. Accordingly, beer and spirits producers and manufacturers should be prepared to meet growing desires of consumers for healthier options. Finally, this trend is estimated to be influential both developed and emerging markets (Schwartz, et al., 2017).

One of the reasons which increased growth of sales was launching new products. This include limited edition drinks, new flavors, new packaging or vintage products. Leading brands are using authentic production techniques or including traditional ingredients (Vilkmergės alus, 2017).

With facing barriers for direct marketing in traditional advertising alcoholic beverage manufacturers are increasingly investing in digital marketing, as well as social media and other innovative techniques. However, digital marketing, social media and age-based targeting allow alcohol manufacturers communicate with their legal drinking age customers and send them their message directly without huge investments in other distribution channels. World known alcohol beverage brands such as Patron or Pernod Ricard digital marketing grew up double-digit percentage since 2014 (Roderick, 2017).

The trend which is closely related to strict policies and regulation is branding. Manufacturers are investing to produce non-alcoholic beverages of the same brand. This trend appears not only because of regulation of this industry but as well as expected growth of customers interested in healthy living. Company names are directly advertised through some non-alcoholic drinks. For instance, in Europe non-alcohol beer market grew by 5% from 2010, however it makes only 0,6% of global beer consumption (World Health Organization, 2014).

1.1. Market regulations

As consumption of alcohol is tend to grow, equally, policies, regulations of alcohol industry become more strict. Alcohol policy refers to the set of measures in a jurisdiction or society and aimed for minimizing the health and/or

social harms which are caused by alcohol consumption. These measures can be taken in any governmental or social sector to minimize alcohol-related harm (World Health Organization, 2018).

The main challenges within the industry caused by regulations are: high import tariffs, high taxation and marketing regulations, the last one is the key determinant for developing marketing strategies of companies' production and retailers.

Looking through the history, commerce in alcohol beverages has been regulated as subject to relatively high taxes. To limit the availability of alcohol and to reduce the harm caused by high volume drinking it is commonly used minimum age restrictions on sales, limitations of sales outlets and high taxes, restrictions of advertising, hours of selling, selling on credit and etc. (Drug, tobacco and alcohol control department, 2018).

Figure 2 shows the frequency of restrictions on advertising for beer by media type; taking this kind of restriction the most commonly controlled advertising is for national television, but the majority of countries have no little restrictions on beer marketing in any of the media types. The largest number of countries reported no restrictions on social media, stating that the majority cases of fallen regulation of alcohol marketing is behind rapid movement of technological innovations in marketing sector. However, during 2017 restrictions of alcohol marketing in social media become heavier. Taking the case of Lithuania – the government decided to eliminate alcohol advertising of alcohol on social media. According World Health Organization there is prepared "European action plan to reduce the harmful use of alcohol 2012–2020". It is especially wide and includes various recommendations which are covering health services' responses, availability of alcohol, community and workplace actions, marketing of alcoholic beverages, pricing policies, reducing negative consequences of drinking and etc.
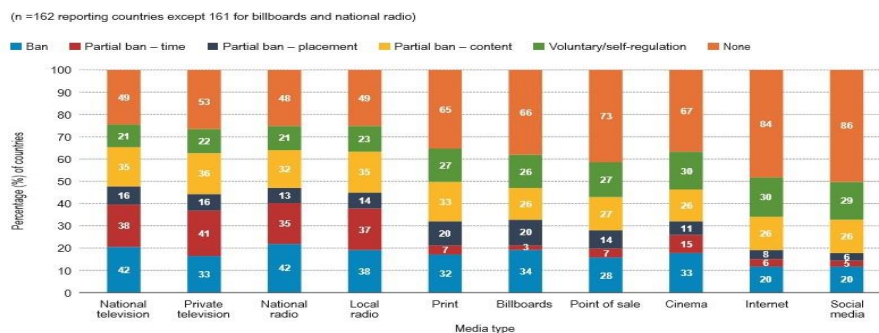

Figure 2. Restrictions on advertising for beer, by percentage of countries, 2016 (World Health Organization, 2018)

High import tariffs – while the majority of food or drinks duties among developed countries are relatively low, for alcoholic beverages are applied relatively high duties on import. Such countries as India, Thailand, Brazil have tariffs from 20% till 150%.

Discriminatory taxation – tax policies are used to discriminate spirits by significantly raising beverages retailing prices in comparison to domestic products. For this reason, when taxes are set high, customer usually tend to shift demand to low tax categories of alcohol or illegal production and consumption are rising, which might cause the increase of costs and more health risks.

Marketing regulations – all countries around the globe have regulation on alcohol marketing and advertising. Different regulations and codes are applied for radio, TV, social media networks and other types of marketing as well as for different types of alcohol. One of the most common regulation types is banning. Bans on marketing are used to lower volumes of advertising directed to youngsters. Such bans are most commonly used: location of the marketing (for example: no marketing at youngster sports events); timing of marketing (for example: ban of advertisement of alcohol before 11p.m. on TV and radio); media channel (for example: companies are not allowed share pictures of alcoholic beverages on Facebook); type of products (for example: total ban for spirits marketing which has more than 40% ABV); target groups (for example: pregnant women, youngster);

2. Theoretical framework: contemporary marketing solutions

One of the core concerns in marketing is the attention to the customer. For this reason, the whole marketing strategy is built with the aim to reach customer, inform, get his interest regarding organization and its products or services, also, to help customer take decision on their purchasing and to make customer loyal to company's brand. Companies which are closely related to alcohol industry sales or production need to think how to introduce its' specific product to the market and how to advertise it in proper way, for this reason, to understand and analyze how consumers behave.

2.1. Consumer behaviour

Consumer behavior as term usually is defined as the activities which people are undertaking when searching for information, evaluating alternatives, consuming and disposing of products and/or services (Blythe, 2013). However, professor M. R. Solomon (2017) argues that marketers now realize that first of all consumer behavior is the process not merely what happens at the moment a consumer hands over money and in turn receives some goods/services. Also, the study of consumer behavior identifies how groups of individuals satisfy their needs and wants by selecting, buying and disposing relevant goods or services. This behavior is depended on various cultural, social, personal and psychological factors.

The most influential determinant of a person's selective behavior is culture. The cultural factors or cultural tendencies may shift the interest and demand of particular goods or services. Marketing is about identifying and targeting those shifts at the right time and correct approaches to benefit due to increased demand. Means of culture is usually divided into sub-cultures with in some way connected group of consumers. Because of shared geographical location, racial, nationality, religion, social status.

Social factors, such as the groups to which the customer belongs and social status. May influence the purchasing decision. The typical and main roles in such a group decision can be summarized as follows:

- Initiator - person who first suggests or thinks of the idea of buying a particular product or service;
- Influencer - person whose view or advice influences the buying decision;
- Decider - individual with the power and/or financial authority to make the ultimate choice regarding which product to buy;
- Buyer - person who concludes the transaction;
- User - the one who actually uses the product or service.

Individuals which have an influence for buying behavior, as well as motivation, attitudes, perception are unique to a particular person including demographic factors such as sex, race, and age mainly (Katrodia, et al., 2018).

The post-purchase behavior is determining whether customer will buy again, complain, share positive or negative experiences with other people, groups or organizations. As one of the main marketing concerns is satisfaction of customer and building relationship with customer, post-purchasing advertising is important for customer and their experience. For example, it is widely used by advertising wine. Wine distributors providing value added information on the bottle which can help strengthen relationship between organization and customer (Evans, et al., 2009).

After purchasing consumer is evaluating if the purchase worked well. This is the process of comparing the experiences and expectations regarding to the product/service. The post-purchase evaluation can be described by four affective states: delight, satisfaction, acceptance and dissatisfaction.

As follows, after evaluation of post-purchase customer typically act in four possible ways: repurchase, complaint, word of mouth recommendation and no changes of behavior (Blythe, 2013).

Consumer behavior could be related to *social judgment theory* which was developed by Egon Brunswick. Theory describes the internal processes of an individual's judgment of a communicated message. The theory suggests that upon hearing a message, individuals place the message on an attitude scale, decision maker bases their judgment (or decision) on, amongst other things, the way in which they weight the various criteria that from the basis of a given problem (Kempton, et al., 2003). The attitude scale is present in people minds, is based on personal judgments, and consists of three zones: the latitude of acceptance, the latitude of rejection, the latitude of noncommitment.

The theory also proposing that sometimes person which is less involved with the issues can approve wider range of opinions from the other people which already have some latitudes of acceptance, rejection or noncommitment. Which can help marketers to increase a scope to interesting consumers in a wider range of brand options because of more alternative views (Evans, et al., 2009).

2.2. Experience marketing

During few past decades consumer orientation is conceptualized as the core concept of the marketing strategy.

Guided by Kotler and Keller (2016) marketing is usually defined as the set of activities, processes and physical and juridical bodies for communicating, creating, providing approaches which may have value for consumers and society. However, even the definition of marketing is changed, the essential perceptions of marketing orientation have not been updated.

One of the most promising new marketing approaches is experience marketing. According to Webster's Third New International Dictionary (2002), experience can be defined as "participation in hopping through understanding, feelings or observations". Sometimes the term experience is used in business vocabularies as well as the sense of accumulated knowledge ("experience curve"). However, B. Schmitt – the authority on consumer experience describes the term of experience as "knowledge, skill, practice derived from direct observation of or participation in

events: practical wisdom resulting from what one has encountered, undergone or lived", and this experience refers to the past events, which approaches to knowledge and already collected experiences during period of time.

The interest is experience marketing creating concept increased in line with understanding how consumer experiences might influence the brands, how to provide attracting brand experiences to consumer is important for taking decisions. Research areas based on experiences include consumer, products and services, consumption, brand, off-line and online experiences. In this paper the focus lies on analysis of consumer experience (Schmitt & Zarantonello, 2013).

Customer experience is development of person's sensorial, behavioral, cognitive, affective, relational responses to specific brand or organization by living through journey of touchpoints along pre-purchasing, purchasing, post-purchasing situations where touchpoints are representing any verbal (advertising) and/or non-verbal (product usage) incidents which are perceived by persons and related to specific brand or organization (Ieva & Ziliani, 2018).

Creation of strong consumer experience is one of the core organization's management aims. The main component of this experience is consumer, how they are feeling and evaluating certain marketing activities. Accordingly, the main task of consumer research is to understand consumer experiences. The focus on consumer experience increases because consumer is increasingly interacting with organizations through countless ways in various channels and media (Lemon & Verhoef, 2016). Consumer experience tends to be more social and peer to peer force. Companies have less control of the consumer experience and consumer journey which is resulting in behavior such as showroom. The reduced control of consumer experience demanding companies to integrate more business functions such as IT, logistics, marketing, human resources, public relations, service operations in order to create and to deliver as much positive consumer experiences. For this reason, the companies increased efforts complex in order to create, manage and attempt the controlling "the highest quality" experiences and journeys of each consumer (Ieva & Ziliani, 2018).

Customer experience was adopted in marketing practices. In 1998 Pine and Gilmore formed a concept of the idea of experiences and separated it from goods and services emphasized that customer acquires and experience to "spend time enjoying a series or memorable events that a company stages… to engage him in an inherently personal way." However, other experts Schmitt, Brakus and Zarantonello in 2015 argued that each service or goods exchange are leading to certain consumer experience. Following this, customer experience is holistic in nature and incorporating customer's emotional, sensory, social, spiritual responses to all interactions with a company. In the latest business practices, it is common to define customer experience as well in broader way such as "encompassing every aspect of a company's offering – the quality of customer care, of course, but also advertising, packaging, product and service features, ease of use, and reliability. It is the internal and subjective response customers have to any direct or indirect contact with a company" (Lemon & Verhoef, 2016).

For the further understanding of consumer experience construct it is important to understand how customer experience is related to customer satisfaction and service quality. Customer satisfaction usually is one the components of customer experience. This component is focusing on consumer's first impression or cognitive evaluation of the experience. Marketing experts are arguing that customer experience is broadening the notion of customer satisfaction. Further, it is argued that in relationship marketing such constructs as trust or commitment are also associated with customer experience and might influence consumer follow-on experience (Homburg, et al., 2017).

Schmitt (2011) designed the framework in which customer experience management includes five steps:
  – analysing the experiential world of the customers,
  – building the experiential platform,
  – designing the brand experience,
  – structuring the customer experience,
  – engaging in continuous innovation.

The customer experience includes each point where customer comes into contact with the brand. It means that even before purchasing, when customer reaches information for example on brand homepage or brand partners' point of sales, during the purchasing because of promotion, payment and delivery, post-purchasing when customer might have question. All of these pre-purchasing, purchasing and post-purchasing are included in customer experience. And the success factor is to take into consideration all of them, in relation with each other and develop a touchpoint consumer journey.

2.3. Social media marketing as the backbone of digital marketing

Social media became critical instrument for communication between brands and the audience. Social media marketing is used by marketers for a wide number of marketing objectives such as branding, service management, customer relationship management, researches, sales promotions.

According to Schmitt (2012) such social media campaigns can provide additional touchpoints which includes feelings, thoughts, experiences, perceptions and etc. These touchpoints are encouraging the customer interaction on

the brand and its story which strengthen customer and brand relationship, increase brand awareness, brand linking, customer engagement and customer loyalty, also, motivates business to customer dialogue, engagement experiences.

World famous brands as integrated marketing communication strategy are using social media marketing as an ongoing corporate communication channel. For example, The Guinness Shamrock app was launched in social media network Facebook to drive attendance at St. Patrick Day Festivals which was sponsored by Guinness. This company micro campaign reached success with the short-term marketing objectives (Kundu, 2016).

Engaged customers are participating in social media in two ways:
- Passive participation – when customers are using provided social content
- Active participation – when customers are submitting consumer-generated stories (Hutton & Fosdick, 2011).

Such consumer behaviors which includes mentioning brands and are shared on customer networks used to be called influence impressions, which is a form of earned media shared by social channels. This form of media provides high value to brands by advertising and influencing customer brand attitudes, providing customers the content which can be shared on their networks and it means that good content may influence higher engagement of consumers which depends on network size, ease of spreading information on selected social networks. Furthermore, brands are able to measure customer response in social media by noticing where consumer links, blogs, bookmarks, clicks, friends, subscribes, submits the ideas and etc. This information helps to create strong and effective social content to strengthen marketing strategy (Huang & Mitchell, 2014). However, by developing high quality branded social content marketers are facing these challenges:
- To use social media efficiently,
- To create effective and creative vision which can be accomplished,
- To convince customers to active participation and telling their own stories (Huang & Mitchell, 2014)

As the engagement stands not only as the communication between people, but it should include communication to brands, for this reason, the creation of accurate message can help to create connections between people and brands.

According to analyzed literature, the marketing experts are stating that the understanding of how consumers experience brands, how to provide appealing brand experiences for them, is critical for differentiating offerings in a competitive marketplace – as alcohol beverage market is.

The review of theories shows that many authors and experts indicate the importance of external and internal forces affecting the company, furthermore, the importance of understanding and meeting potential and existing consumer needs, wants and experiences has been emphasised, as well as attracting consumers attention using digital media. Accordingly, the theoretical analysis allowed to construct methodological approach for research, which is presented further.

3. Empirical analysis of consumer behaviour

Marketing concepts such as stakeholder marketing and experience marketing which are too less investigated and require integration of theoretical and empirical research (Uri, 2015) have been used to investigate marketing solutions in alcoholic beverage companies operating in Lithuania.

3.1. Consumer behaviour in digital information platforms

In order to analyze consumer behavior at information product search stage has been conducted in May 2018. Digital marketing channels analysis could provide critical insights or suggestions for marketing decisions improvement. The global consumer search trend was compared to Lithuanian consumers search of alcohol topic in order to compare and analyze the dynamic differences, understand and explain why such differences appeared. After the sub-regional differences of information searching frequency in Lithuania is provided.

The time interval when consumer behavior changes in digital information platform was observed was during May, 2017 – April, 2018. The interest of alcohol theme searched on the internet over past 12 months (May, 2017 – April, 2018) in the world are presented in Figure 3. Numbers are representing search interest to the highest point on the chart for the given region and time, further Popularity Index (PI), where 100 stands for peaking popularity for the specific term, 50 – means that the term is half popular and 0 means that there wasn't enough data for the specific searched term.

Figure 3. Interest fluctuation of alcohol theme searched worldwide in internet May, 2017-April, 2018 (Compiled by the author, source: Google Trends, 2018)

The term alcohol is peaking topic people are searching for – the PI fluctuating in between of 75 – 80 and during Christmas and New Year's Eve time the topic is completely peaking. Statistics shows that the tendency is quite similar during past 5 years. The trend of very high interest in alcohol during winter fest weak, in between Christmas Eve and New Year's Eve. However, the interest in general is growing, during 2013-2014 PI fluctuated in 67-77 while since 2015 PI started to increase from 75 to 80.

The Alcohol related searches in Lithuania peaks on Christmas time. However, in the beginning of 2018 year the peak for Alcohol searches was on January 1st – January 6th. Such reaction of consumers and stakeholders was affected because of regulatory changes of alcohol sales, marketing and consumption rules in Lithuania. Also, it can be seen when government of Lithuania decided to apply changes and declared it in 2017 June 1st[1], the searches for alcohol and Popularity Index was 75. The statistics shows that Lithuanian consumers are reacting immediately to changes in alcohol market. It can be seen from their interest since the government assumed to implement changes in alcohol regulations.

The analysis of internet search showed that contradictory to a publicly spread assumption that in Lithuania consumers are interested in traditional drinks such as beer or vodka, there is an increasing consumer interest in more sophisticated, less known and niche beverages. To compare, in Czech Republic, which is known as traditional alcoholic beverage preferring country the main consumer interest (and choice) is still focused on beer (PI fluctuates around 75). Accordingly, it shows that Lithuanian consumer can be characterized as consumer with shifting or an emerging completely new profile. What is more, the Popularity Index of unusual products shows the opportunity for sellers and marketers to increase sales volume while satisfying consumer interest in newly introduced products.

The analysis of the sub-regional search behavior dynamics shows that it is essential to evaluate channel efficiency in cities and villages as it can be related to internet usage coverage in different regions as well as digital literacy level and digital habits in general.

Analysis of a search behavior allows to state that internet in alcohol market is very strong channel, encompassing a potential of high engagement which can be used as an opportunity to compensate traditional mass-media channels to improve marketing decisions, as well as, introducing new products or brands to the market.

3.2. Analysis of consumer behaviour determinants

The analysis of industry trends and theoretical framework have been used to elaborate the structure of consumer behavior and experience research. The research is based on questionnaire, which was posted online in May, 2018. The questionnaire has been used to explain what the main determinants at customer behavior towards marketing decisions and functions are. The research is seeking to describe the current situation and current causes which impel decision of choosing particular product/brand (which is one part of full research which was conducted in May, 2018).

In this case, by analyzing alcoholic beverages market, the target audience should be:
  – At least 20 years old,
  – Respondent who are consuming alcoholic beverages at least once a year.

The population size will be all legal drinking age citizens living in Lithuania. According to Statistics Department of Lithuania at the beginning of 2018 there were 2243890 citizens from age of 20 (Statistics Lithuania, 2018).

According to the calculation of required sample size was need to collect answers from 385 respondents (Mugenda & Mugenda, 1999). However, the survey was answered by 232 respondents of which 2 was not fitting to target audience, because they weren't consuming alcohol. For this reason, the final research sample size is 230. The collection of 230 respondents' answers was the reason to increase number of margin of error which is 6,43%. The majority of respondents (66,38%) who answered the survey was in 20-29 age category and the minority of respondents were from age category of 60 and more (0,86%). The difference between respondents' sex was not very huge. The most answers were collected from females - 58% and males answers places for 42%. Further, the majority of respondents

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[1] Official Legal act of Republic of Lithuania Law on alcohol control changes no I-857 2, 16, 161, 17, 18, 22, 28, 29, 34 enacted and published on 2017 June 1st valid from 2018 January 1st

– 92,2% are living in big cities with more than 150 000 citizens, which can possibly mean that citizens of cities have better access to internet and are more interested in such surveys.

To understand the main factors which are influencing consumer to buy particular drink the respondents have been asked to answer the question what factors influence the choice of particular alcoholic beverage? And respondents needed to evaluate different factors from 1 to 10 (1-not influencing, 10- extremely powerful influence). It was assumed that if person is evaluating a factor from 1 to 4 it has almost no influence for choosing beverage, if evaluation is from 5 to 7 it has medium strength of influence for decision making and if the evaluation is from 8 to 10 the factor is influencing respondent decision strongly. 87,20% of respondents described that the strongest factor which is influencing their choice on particular beverage is experience by consuming it, which is proofs that consumer is highly affected by created positive consumer experience, the second most important factor of consumer choice is quality (86,2%), which is closely related to positive consumer experience. The summary of how respondents have evaluated different factors which are influencing their choice of beverages are provided in Table1.

Table 1. Factors which are influencing consumer choice of particular alcoholic beverage, results compiled from consumer behavior analysis (made by the author, 2018)

Evaluation of factor influence / Factors	Can't answer the question	Evaluation 1-4 (no influence or small)	Evaluation 5-7 (medium influence)	Evaluation 8-10 (strongly influencing)
Brand promotion during events (concerts, festivals, sports events and etc.)	3,50 %	67,20 %	20,60 %	8,70 %
Brand promotion at the bar/café/restaurant	2,70 %	51,70 %	35,30 %	10,30 %
Promotion in social media network (Facebook, Instagram, etc.)	5,20 %	63,00 %	20,60 %	11,20 %
Promotion in Website	2,70 %	75,00 %	14,60 %	7,70 %
Newsletter	7,80 %	81,90 %	8,50 %	1,80 %
Promotion in newspapers/magazines	5,20 %	76,70 %	13,70 %	4,40 %
Promotion on TV/radio/films/TV series	3,40 %	56,00 %	28,60 %	12,00 %
Promotions in shops/specialized shops	2,60 %	41,30 %	32,00 %	24,10 %
New product/package release	2,60 %	39,60 %	32,00 %	25,80 %
Quality	0,90 %	2,60 %	10,30 %	86,20 %
Experience consuming particular drink	1,70 %	0,90 %	10,20 %	87,20 %
Trend to drink specific beverage	2,60 %	27,60 %	29,30 %	40,50 %
Recommendations (from friends, family, bartenders and etc.)	0,00 %	6,90 %	34,50 %	58,60 %
Discounts (in shops, with loyal cards, "Happy hour" at the bars and etc.)	2,60 %	21,50 %	31,10 %	44,80 %
Brand recognition	0,90 %	10,30 %	35,40 %	53,40 %
Other (not identified)	57,80 %	29,20 %	13,00 %	0,00 %

Also, the factors which are influencing consumers choice to choose particular product or its alternative it is seen that mostly people are concerned about products quality, experience by consuming particular product, what is more, such factors are recommendations, trends or discounts are important as well and because of them consumers usually are choosing many different beverages.

As the research focus was Lithuanian case, and during past years, the regulations of alcohol control were reinforced it was encouraging to analyze how these regulations influencing consumers and their consumption of alcohol, for this reason, the respondents were asked to answer if their consumption changed after law changes. The majority of respondents (66,4%) have answered that their consumption has not changed after alcohol control law restrictions, despite that 89,7% of respondents indicated that have experienced some inconveniences (more strict hours to buy alcoholic beverages, no commercials and etc.) after law has been changed.

The survey of consumer choice showed that the main factors which are influencing consumers to choose specific beverage or its alternative are quality, experience by consuming particular product, the other strong factors remains on recommendations, trends or discounts. Also, the survey proved the statistical analysis, from which can be seen that interest and consumption of not commonly used beverages in Lithuania such as wine, sparkling wine, champagne, whiskey or bourbon is increasing. What is more, the statistical calculations have showed the consumption of such beverages is strongly dependent from income and the majority of respondents were earning medium or higher income which can explain the interest of such alcoholic beverages among consumers. The survey results also showed that set of new alcohol control regulations is not affecting consumer as much as it was forcasted, except inconveniences for consumers. Furthermore, the results have shown, that in order to keep consumer and attract new one companies have to focus on products quality and new design of consumer experience which can be possible indicators for creating new longterm marketing trends in the industry analysed.

Conclusions

The review of literature and implemented empirical research have been aimed at analysis of the new marketing solutions of companies operating in Lithuanian market of alcohol industry. As this particular industry is one of the most sensitive in terms of legal regulations of producing, selling, marketing and consumption, the classical marketing decisions and tools are applicable in this industry only to a very limited extend. Therefore it is critical to analyze and apply new marketing solutions and instruments, which are critical for companies' existence.

Experience marketing has been strongly emphasized in recent marketing research literature as one of the most promising new marketing approaches. While the consumer experience became significant for company's decision-making, the need to design consumer experience is growing. It is confirmed not only by the theoretical research – an empirical analysis of consumer behavior in Lithuania has showed existing niche for consumer experience design marketing through experience-related content development and consumer action projects based on a general company branding (not product-based).

Fostering consumer involvement in feedback, sponsored social initiatives, customer relationship management tailored to stimulate, strengthen, remind and repeat action, increasing personalized communications in on and off trades could be effective enhancers to improve marketing practices in this particular industry.

Furthermore, the increasing scope of digital environment leads direct marketing switching to digital channels, where consumer is allowed to search and gain information more comfortable, personalized and quickly. The increase of digital marketing demand has been indicated by researchers and practitioners, with the emphasis that in digital marketing the main focus is proper consumer profile identification. This allows to create effective communication strategy and social media becomes the core tool of this strategy. Accordingly, such shift causes the need of enhancing the capacities, level of sophistication and amount of digital marketing solutions for companies.

Analysis of the consumer digital behaviour regularities (e.g. information search) allowed to recommend to enhance digital marketing solutions. The analysis has showed that Lithuanian consumers are reacting immediately to changes in alcohol market, which implies the need for immediate marketing solutions using this channel.

Empirical research confirmed that the internet is wide and strong channel in alcohol market, with high engagement. This can be used as an opportunity to improve marketing by implementing strong SEO tools, introducing new products or brands to the market (e.g. mentioning new brands, or competitors and competing brands in key words). Furthermore, as the social media became one of strongest digital marketing tools and micro-influencer promotions are seen as highly effective if traditional marketing is fiercely regulated (e.g. in Lithuania). Creating digital communities with respect of the consumers shift from Facebook to Instagram; encouraging usage of new trending social media platforms; using special Apps for product ranking and value for money assessment; testimonials of professional experts; these are the new marketing tools which allow companies to react quickly and effective towards business environment regulations and compensate potential losses resulted from increasing business barriers

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