

Research on the International Dissemination Path of Chinese Liquor Culture

-- Based on the Perspective of The International Dissemination of Japanese Whisky

Zheng Yang^{1, *}

¹Sichuan University of Science and Engineering, China

* Corresponding author

Abstract: Liquor culture plays an important role in many countries and regions, and liquor culture plays an important role in Chinese civilization. As one of the iconic name cards of Chinese culture, its international communication also highlights the image of China. As one of the world's six major distilled spirits, Chinese liquor has not been widely recognized internationally. With the further development of new media, the international communication of liquor culture is also facing new tests. This paper will start from the current situation of international communication of Chinese liquor culture, combine the characteristics of international communication of Japanese whisky, and explore the new path of international communication of liquor in the era of new media, so as to promote liquor culture to the international, expand the international market and highlight the image of China.

Keywords: Liquor culture; international communication; new media.

1. Problems Existing in The International Communication of Chinese Liquor Culture

1.1. Steretypies due to dietary habits and cultural differences

With regard to the taste and flavor of Chinese liquor, foreign consumers generally consider it to be characterized by "high alcohol content", "pungent smell" and "spicy throat". However, it should be emphasized that the alcohol content of Chinese liquor is actually not significantly different from that of other spirits. This phenomenon is mainly due to the differences in drinking styles caused by differences in dietary habits and culture.

In Chinese drinking culture, it is often believed that mixing drinks can lead to intoxication, so in formal occasions, people prefer to drink only one type of wine, and Chinese liquor is usually consumed straight or neat, with mixing or blending seen as destroying the quality of the wine. However, in Western drinking habits, people are less likely to drink spirits alone, and will mix them with fruit juices, soft drinks, or different types of wine, depending on the character and flavor of the wine. Even when spirits are consumed neat, they are usually diluted with ice or mineral water. Although there has been an increase in the number of white wine enthusiasts in Western countries in recent years, white wine is still a relatively minor type of alcohol.

1.2. Non-reciprocity in international trade policies

Secondly, there is inequality in international trade policy. Europe, the United States and other Western countries have made a detailed division of imported goods, alcohol goods are usually categorized as special food category. This not only restricts their circulation, but also faces strict regulation and often higher taxes. In contrast, China categorizes alcohol as a

general food item and currently only levies tariffs ranging from 5 to 14 percent. This policy mismatch has to some extent limited the popularity and internationalization of Chinese liquor and weakened its competitiveness in the international market.

1.3. Low popularization rate of liquor knowledge

Liquor, as a unique Chinese wine drink, has a long history and rich cultural connotations. However, in-depth knowledge about baijiu has not been widely disseminated, which undoubtedly limits people's awareness of this valuable cultural heritage. The reason for this involves a variety of factors such as distilleries, distributors, and the education system.

As an important part of the liquor industry, distilleries and distributors, their promotional strategies largely determine the degree of consumer understanding of liquor. Unfortunately, many distilleries and distributors still rely too much on traditional means of publicity, such as outdoor advertising, television advertising, etc., failing to make full use of the advantages of modern media for effective knowledge popularization. In the era of information explosion, this publicity strategy is obviously difficult to meet the public's thirst for knowledge of liquor.

The lack of the education system in this regard is also a factor that can not be ignored. Although school education covers a wide range of subject areas, but the knowledge transfer involving liquor is still relatively weak. The young generation generally lacks an in-depth understanding of baijiu, which to a certain extent affects their future attention and interest in this field.

1.4. Lack of international production standard system for liquor

Chinese liquor, as a unique alcoholic beverage, its production standard system has been a matter of concern. The

lack of a unified international production standard system for liquor has seriously restricted its status and competitiveness in the international market. The competitiveness of Chinese liquor in the international market depends to a large extent on the degree of perfection of its production standard system. However, the current production standard system of Chinese liquor has many problems, such as the standard is not uniform, backward standards. These problems have led to the recognition of Chinese liquor in the international market is not high, consumer confidence is not enough. In order to enhance the international status of Chinese liquor, a perfect production standard system must be established.

First, uniform standards need to be developed and implemented to ensure that all producers follow the same norms. Second, standards should be continuously updated to meet market demand and technological development. In addition, docking with international standards should be strengthened to promote better integration of Chinese liquor into the international market. Solving the problems of inconsistent standards and backward standards requires the joint efforts of the government and enterprises. The government should introduce relevant policies to encourage enterprises to participate in the development and updating of standards. Enterprises, on the other hand, should increase investment in research and development to improve their technology level, while actively participating in international exchanges and cooperation to learn from advanced production technology and management experience.

The enhancement of Chinese liquor's competitiveness in the international market also requires the strengthening of brand building and promotion. Through improving quality, innovative marketing methods, expanding sales channels and other means to improve the visibility and reputation of Chinese liquor. At the same time, should pay attention to consumer demand and market changes, and constantly adjust and optimize the product structure to meet the diversified needs of consumers in different countries and regions. In short, in order to promote China's liquor to the world, must be from the establishment of a perfect production standard system, strengthen the brand building and promotion, pay attention to consumer demand and market changes and other aspects of efforts. Through the implementation of these initiatives will help to enhance the international status and competitiveness of Chinese liquor, so that the world better appreciate the unique charm of Chinese wine culture.

2. The Desirability of The International Dissemination of Japanese Whisky to The Liquor Culture

In recent years, Japanese whisky has gained fame and won wide recognition in the market. According to relevant reports, in 2005, the price of limited edition Japanese whisky was 7,000 US dollars; in 2018, it rose to 340,000 US dollars, which shows that Japanese whisky has an important position in the international market. China's enterprises have imported Japanese whisky for a short period of time. Facing the brand new market, they should develop new marketing strategies in order to gain the recognition of the people in a short period of time and create ideal economic benefits.

2.1. Market segmentation

Market segmentation is an effective strategy in the marketing of Japanese whisky, which helps to quickly locate

the target market and attract target consumers. Currently, Japanese whisky is still mainly targeted at high-income groups, but there is still room for market expansion. For example, specific groups such as whisky players or industry professionals are more sensitive to the style of whisky and prefer a variety of specialty whiskies, which has given rise to a series of whisky carnivals that have been expanding in scale year after year. Positioning these groups as a niche market can lead to whisky cultural trends and further promote Japanese whisky.

In addition, the younger generation seeking new identity labels is a potential target group for Japanese whisky. This group may pursue bar culture or study in Europe and the United States. They usually dislike traditional liquor and do not want to be bound by the imprints of the old times, and Japanese whisky aptly meets their individualized needs. Although the economic autonomy of this group is average, their large base and strong taste mentality provide assurance of their market potential.

2.2. Product innovation

In promoting product innovation, Japanese whisky has given in-depth consideration to the needs of young consumers, especially the younger generation seeking new identity labels. With a long-term vision, it actively researches and develops Japanese whisky with star potential to promote the rapid development of the industry. It adjusts the packaging and bottle label design of its star products to break the dull image of traditional whisky and create a new brand image full of vigor and youthfulness. At the same time, we will continue to improve our product lines as we move from R&D to maturity and continue to enhance product quality, wary of increased competition due to profit growth, in order to ensure that we maintain our leading position in the competitive marketplace.

According to authoritative market research reports, current market trends are moving towards quirky packaging, low alcohol concentration and innovative flavors. This trend is particularly appealing to female consumers and young people. In response to this trend, Japanese whisky companies are actively adapting their product strategies to cater to consumer needs. Through more targeted product communication strategies, brands focusing on younger consumers have achieved five times higher than average growth. This successful experience is also worthwhile in the Chinese liquor market, and is key to establishing a strong connection between brands and consumers.

2.3. Strengthen brand promotion strategy

The adoption of scientific brand promotion programs helps to enhance the popularity of products and increase the level of sales. Although Japanese whisky enjoys a certain influence in the international market, its audience in China is small, and consumers refuse to consume it because they do not understand such goods. Therefore, it is necessary to re-examine and adjust the promotion strategy of Japanese whisky, with brand promotion and building brand image as the core, and reasonably utilize jitterbugs, soft advertisements and other forms of promotion to attract consumers. For example, in order to satisfy the curiosity of the general public for Japanese whisky, a special page can be opened through the Jitterbug V to publicize and satisfy the consumers' demand for psychological changes in the product and increase the pressure of brand competition from competitors. At the same time, terminal publicity should not be ignored, and light box

advertisements for Japanese whisky can be produced in liquor stores, hotels, KTVs, etc., so as to facilitate consumers' frequent contact with the product and generate memories of the product, and make them willing to accept the product in a subtle way. Finally, to bring consumers closer to Japanese whisky, joint promotional activities can be carried out with end customers. Taking KTV as an example, free Japanese whisky can be provided when KTV customers' consumption reaches a certain amount, or other means can be used to encourage participation of the target group, which enhances the brand's recognition.

2.4. Marketing channel strategy

Under the increasingly complex market environment, it is particularly important for Japanese whisky to enhance consumers' awareness and loyalty to Japanese whisky through effective end-user customer management. Advertising is a key part of this. Based on the cost and target consumer groups, jittery ads and microblogging ads are utilized to provide detailed information on the taste, production process and safety of Japanese whisky, thus enhancing consumers' awareness and favorability of the product.

Secondly, the distribution follow-up program is also an indispensable part. Distribution follow-up involves a number of aspects, including inventory management in the distribution network, frequency and depth of visits, logistics and distribution efficiency, as well as terminal stocking and automation management. In the marketing of Japanese whisky, continuous attention is paid to the whole process of end-customer service, and market information is consolidated to consolidate sales and ensure positive feedback of sales information.

2.5. Promotion strategies

Business promotion is a common method of short-term promotion, and the promotion methods of Japanese whisky include: firstly, complimentary promotion. Samples of Japanese whisky are given away to target groups through terminal physical stores, etc. The second is through the method of on-site demonstration, where the staff carefully introduces the characteristics of the product and the precautions to be taken when drinking. The third is the conference promotion mode. Japanese whisky marketing staff participate in various types of exhibitions, fairs, and business meetings, and conduct product introduction, promotion, and sales activities at various sites. The following promotion modes are available for intermediaries: First, marketing rebates. In order to stimulate distributors to purchase more of the product, a marketing rebate can be used to return a certain amount of profit to intermediaries who achieve the marketing objectives. The second is sales competition. According to the middlemen's performance appraisal results, for those who meet the standard to take cash awards, vacation awards and free travel and other incentives. Third, support for end customers. Provide POP advertisements to stimulate end-user retailing through end-user store celebrations.

3. International Communication Solution Path

3.1. Refining Cultural Values

With the rapid development of economy in China, the society attaches more importance to cultural values. As a country with a long history and rich cultural heritage, China

has made remarkable achievements in wine culture. This involves not only the in-depth excavation of history and culture, but also the accurate display of localized characteristics. With a long historical background and rich cultural connotation, Chinese wine culture is an important carrier for us to show the unique charm of Chinese civilization to the world. Therefore, how to rigorously, steadily and rationally refine the value of wine culture and pass it on in an official and formal way has become an important task nowadays.

In order to better promote this unique cultural heritage to the world, first of all, it is necessary to dig deep into the history and culture with a view to obtaining the origin and development trajectory of wine culture. Through systematic research and combing of historical data, it is possible to gain a comprehensive understanding of the formation process of wine culture, its connotation and its role in social life. At the same time, it is also necessary to pay attention to localized characteristics, respect and retain the uniqueness and differences of wine culture in different regions, and ensure that it is fully embodied and promoted in the inheritance process. Secondly, a more rigorous and rational personalization strategy is needed. In today's diversified social background, people's demand for wine culture also shows a diversified trend. Therefore, it is necessary to take into account the current hot spots and social trends, and spread the wine culture in a more open and tolerant attitude, so as to attract more attention and participation of the younger generation. At the same time, it should also respect the foundation of the traditional culture of the country, integrate tradition with modernity, and promote the development of wine culture in keeping with the times.

3.2. Personalized Strategies

In the process of promoting Chinese wine culture, a series of personalized strategies are needed. First of all, we must respect the traditional culture of our country and regard it as the core foundation for the promotion of wine culture. At the same time, we need to take into account current events and trends, and keep abreast of the times to spread the charm of wine culture. In order to better attract young audiences, we need to constantly innovate communication methods and contents, and present Chinese wine culture in a way that is more in line with the aesthetics and values of young people.

Personalized promotional programs should be developed according to the characteristics and needs of different audience groups. For example, for the youth market, modern social media and digital technology can be used to present Chinese wine culture in a fashionable and trendy way, thus increasing their attention and interest in wine culture. At the same time, it is also possible to combine Chinese wine culture with current hot topics and popular trends in order to enhance its communication effect and influence.

3.3. Integration of Industry and Education

Strengthen the integration of industry and education, and through cooperation with higher education institutions, offer courses related to wine culture and cultivate professionals. This will not only improve the public's awareness of wine culture, but also provide the necessary talent support for the development of the wine culture industry. In addition, it can also organize wine culture preaching activities and participate in international famous wine culture festivals, so as to show the unique charm and profound heritage of Chinese wine

culture to domestic and foreign countries in a more official and formal way.

Through the integration of industry and education, the inheritance and development of Chinese wine culture can be closely integrated, so that it can play a greater role in modern social and economic development. This is not only conducive to the inheritance and development of Chinese wine culture, but also can further enhance the international popularity and reputation of Chinese wine products.

3.4. Combination of culture and tourism

Promote the combination of Chinese wine culture and cultural tourism industry, and jointly promote its healthy development. Through the formulation of relevant policies to guide and promote the integration and development of wine culture and tourism industry. This can not only enrich the connotation of tourism and enhance the consumption experience of tourists, but also provide a broader market space for the development of wine culture industry. In practice, we should pay attention to digging out the cultural heritage and historical inheritance of wine culture, integrating it into tourism lines and products, and creating a cultural tourism brand with characteristics. At the same time, strengthen the cultural tourism marketing efforts to expand the market scale and influence of wine culture tourism. By cooperating and linking up with the international tourism market, we can realize the aggregation effect and jointly promote the spread and development of Chinese wine culture in the world.

In the process of combining culture and tourism, it is also necessary to pay attention to the protection and inheritance of cultural heritage. Through scientific and reasonable planning and management measures, we can ensure the sustainable development of wine culture tourism and realize the double enhancement of economic and social benefits. At the same time, it is also necessary to constantly learn from international advanced experience and technology, so as to inject new vitality and power into the inheritance and development of Chinese wine culture.

3.5. Multimedia multi-media diversified Internet communication

Make full use of multimedia and multi-media communication to spread wine culture to a wider range of people in a more official and formal way. Through advertisements, movie and television works, documentaries and other forms, the unique charm and profound heritage of Chinese wine culture can be vividly and imaginatively demonstrated to domestic and foreign audiences. At the same time, with the power of the Internet platform, we will create a wine culture brand with Chinese characteristics, and make more people understand and love Chinese wine culture through cross-international linkage and aggregation effect. Refining and passing on the value of wine culture is a long-term and arduous task. It is necessary to approach this task with a rigorous, steady, rational and official attitude, and to

promote the inheritance and development of wine culture through various ways, such as in-depth excavation of history and culture, adoption of personalized strategies, and enhancement of multimedia and multi-media communication methods. Let more people understand and love Chinese wine culture, and contribute to its spread and development in the world.

4. Conclusion

The era of "Internet+" is an era of both opportunities and challenges, which injects unprecedented power into the development of commodities, but also makes the success model of brands or enterprises no longer single. With the continuous innovation of science and technology, the penetration of "cloud", the popularization of new retail, the arrival of artificial intelligence will play a radical change in the daily life and consumption habits of the people, as China's liquor industry Maotai is also urgent to break the shackles of the traditional marketing thinking, and should be combined with advanced scientific and technological means to further lengthen the life cycle, by promoting the development of the industry. As the Chinese liquor industry, Moutai also needs to break the shackles of traditional marketing thinking, and should continue to incorporate advanced scientific and technological means to further lengthen the life cycle and promote the sustainable development and dissemination of liquor, the intangible cultural heritage of China, in the international market by pushing the industry forward.

Acknowledgment

This paper is funded by Undergraduate Innovation Fund Project (202310622028)

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