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Problems and Countermeasures of Online Marketing for Baijiu Sales Companies: Postprint

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Abstract

Abstract: Online marketing models can broaden the scope of business development for baijiu sales companies through a three-pronged approach focusing on marketing effectiveness, marketing positioning, and marketing innovation. However, in the online marketing models of baijiu sales companies, issues such as constraints from traditional consumption concepts, inadequate legal and regulatory frameworks, and a shortage of online marketing talent persist. Based on this analysis, recommendations are proposed to optimize online payment convenience, consolidate the online marketing talent base, and update consumption concepts, thereby facilitating the high-quality development of online marketing models for baijiu sales companies.

Keywords: baijiu companies; online marketing; marketing risks; coping strategies

Full Text

Problems and Countermeasures in Online Marketing for Liquor Sales Companies

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Abstract

Online marketing models can expand the commercial development boundaries of liquor sales companies through three key dimensions: marketing effectiveness, marketing positioning, and marketing innovation. However, significant challenges persist, including constraints from traditional consumption concepts, incomplete legal and regulatory frameworks, and a shortage of online marketing talent. To address these issues, this paper proposes optimizing online payment

convenience, strengthening the online marketing talent foundation, and updating consumption concepts to support the high-quality development of online marketing models for liquor sales companies. Currently, an increasing number of liquor sales companies are transitioning to online marketing, leveraging various digital channels to achieve precision marketing and more efficient market promotion. Through online marketing, these companies can establish customer experience and interaction via digital channels, enabling them to better understand market trends and customer needs, thereby adjusting product and service strategies more effectively. Online marketing has become an indispensable tool for liquor sales companies, making the question of how to expand business performance and support marketing decision-making through online channels a core issue that demands urgent attention.

Keywords: Liquor Companies; Online Marketing; Marketing Risks; Countermeasures

The Connotation of Online Marketing

Online marketing refers to a new model in which companies combine marketing strategies with next-generation information technologies to promote products and services across various digital channels, including websites, online stores, social media, and search engines. The connotation of online marketing can be primarily divided into three dimensions—marketing effectiveness, marketing positioning, and marketing innovation—that collectively drive more efficient and convenient marketing services while expanding commercial boundaries. First, oriented toward marketing effectiveness, online marketing enriches marketing depth. Unlike traditional marketing models that struggle to accurately measure promotional impact, online marketing is inherently data-driven, enabling real-time monitoring of website traffic, click-through rates, conversion rates, and other metrics to formulate more scientific marketing strategies. Additionally, online marketing demonstrates higher execution efficiency through 24/7 automated operations on digital platforms, significantly reducing promotion costs. Second, centered on marketing positioning, online marketing enhances precision. Digital marketing platforms possess advanced targeting capabilities that can deliver promotional content to specific audiences based on user language, geographic location, and search behavior. This targeting accuracy surpasses traditional methods, enabling precision marketing and personalized push strategies. Third, focusing on marketing innovation, online marketing broadens marketing scope by continuously exploring novel approaches rather than adhering to conventional tactics. For instance, internet companies leverage social media for user expansion, enhance brand reputation through website optimization and Weibo/WeChat marketing, and develop differentiated innovations tailored to various products and services.

Problems in Online Marketing for Liquor Sales Companies

Traditional Consumption Concepts as Constraints

As a representative of traditional industries, liquor sales companies have long been influenced by conventional beliefs such as “seeing is believing” and “relying on friends’ and relatives’ recommendations.” These deeply rooted concepts create difficulties and challenges in developing and promoting online marketing models. On one hand, consumer trust in online liquor purchases remains low. In traditional consumption patterns, liquor is considered a relatively expensive product requiring in-depth understanding, physical tasting, and direct inspection—experiences that cannot be replicated online, thus fostering consumer distrust. On the other hand, online marketing service experiences are inadequate. Without face-to-face interaction, liquor sales companies must invest greater effort in website development and service provision to deliver superior customer experiences. Furthermore, some companies lack interactive communication with consumers during online sales, exacerbating distrust and hindering the development of online marketing models.

Incomplete Laws and Regulations as Obstacles

Incomplete legal and regulatory frameworks represent a significant barrier to online marketing development for liquor sales companies. Under traditional marketing models, companies typically establish contracts and agreements to regulate consumer behavior and protect their rights. However, online sales lack clear legal provisions, increasing operational risks and post-sale difficulties. First, online payment risks impede development. During online purchases, consumers face threats such as account theft and data leakage during payment processing. Moreover, China’s legal framework remains relatively deficient in addressing electronic contract crimes involving computers and the internet, leaving online marketing activities without adequate legal protection. These issues directly impact the growth of online marketing models. Second, consumer rights protection difficulties create obstacles. When quality or post-sale issues arise after online purchases, consumers must seek recourse from liquor sales companies. However, current laws and regulations provide insufficient provisions for online sales, substantially increasing the difficulty and cost of consumer rights protection and undermining the safeguarding of legitimate consumer interests.

Shortage of Online Marketing Talent as a Development Lag

With the rapid development of the internet, an increasing number of traditional enterprises are seeking online marketing transformation. However, liquor sales companies face a critical shortage of online marketing talent, particularly in third- and fourth-tier cities where the supply clearly cannot meet market demand, severely hindering the development of online marketing models. First, the quality of online marketing talent in these cities is relatively low, lacking cutting-edge knowledge and skills. Most marketing personnel in these regions

face educational limitations and insufficient experience, making it difficult to master the latest online marketing techniques and strategies, thus failing to meet the development needs of liquor sales companies. Second, talent acquisition is constrained by salary levels and cultural environments. Compared to major cities, third- and fourth-tier cities generally offer lower salaries and lack relaxed cultural environments, limiting liquor sales companies' ability to recruit online marketing talent and impeding the professional growth of existing personnel.

Development Strategies for Online Marketing in Liquor Sales Companies

Optimizing Online Payment Convenience

Optimizing online payment convenience represents a crucial measure for enhancing consumer purchase intention. Liquor sales companies can improve in two primary areas. First, diversify payment channels. Beyond Alipay and WeChat Pay, companies should offer more flexible options such as UnionPay, credit cards, and PayPal tailored to their business characteristics. Second, provide promotional incentives like “zero-yuan purchases,” “interest-free installments,” and “full-amount cashback coupons” to stimulate purchase desire while strengthening consumer willingness to buy liquor online. Third, optimize the shopping process to enable faster and more accurate decision-making during payment selection, address entry, and order confirmation, thereby improving user experience.

Strengthening the Online Marketing Talent Foundation

Building a robust online marketing talent foundation is key to empowering liquor sales companies' online marketing capabilities. Specifically, companies should first enhance internal employee training to improve fundamental knowledge and skills among marketing personnel. Second, introduce external professional online marketing teams to elevate marketing effectiveness through specialized strategies and methodologies. Additionally, companies should regularly survey potential user needs to develop more targeted training programs that strengthen practical operational capabilities among marketing talent.

Updating Consumption Concepts to Accelerate Development

To meet consumer demands regarding liquor quality, health, and environmental protection, liquor sales companies must shift away from traditional consumption concepts and launch products and services aligned with contemporary trends to accelerate online marketing model development. First, promote health-conscious concepts. While advocating moderate drinking, companies should embrace scientific and healthy drinking cultures by introducing low-alcohol, low-calorie, and low-sugar liquor products that satisfy health-oriented consumption needs. Second, implement environmental concepts. Companies should adopt

eco-friendly packaging and green production processes to reduce environmental impact while enhancing consumer trust and loyalty. Finally, pursue differentiated positioning. Targeting young consumers' concepts and lifestyles, companies should promote trendy liquor products through differentiated positioning and marketing strategies to attract a younger demographic.

Note: Figure translations are in progress. See original paper for figures.

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