

Study on the Digital Path of Chinese Baijiu Culture Communication

Qiang Zhu ¹, Enpu Qi ²

¹ School of Economics and Management, Huzhou Normal University, Huzhou 313000, China

² Sino-British College, University of Shanghai for Science and Technology, Shanghai, China

Abstract: This paper analyzes the impact mechanism of digital technology on baijiu culture communication, evaluates the current situation and problems of digital transformation of Chinese baijiu enterprises, and puts forward the digital transformation path and suggestions for Chinese baijiu enterprises. This paper argues that digital technology has both promoting and challenging effects on baijiu culture communication, which requires baijiu enterprises to actively respond and adapt. Chinese baijiu enterprises have a lot of room and potential for improvement in digital transformation, and need to implement effective measures and strategies.

Keywords: Baijiu Culture; Communication; Digitalization.

1. Introduction

Chinese baijiu is a traditional brewed liquor with a long history and profound cultural connotation. It is an important part of Chinese food culture and social culture. Baijiu is not only a drink, but also a cultural symbol, carrying the emotions, values and identities of Chinese people. Baijiu culture is an important part of Chinese traditional culture, and is the spiritual wealth and cultural heritage of the Chinese nation. With the development and popularization of digital technology, baijiu culture communication faces new opportunities and challenges. Digital technology provides more channels, forms and contents for baijiu culture communication, but also brings more competition and change. How to use digital technology to effectively communicate baijiu culture, enhance the influence and competitiveness of baijiu brands, and meet the diversified needs of consumers, is an important issue for baijiu enterprises and industries. This paper aims to explore the digital path of Chinese baijiu culture communication, analyze the impact of digital technology on baijiu culture communication, analyze the current situation and problems of digital transformation of Chinese baijiu enterprises, and put forward the digital transformation path and strategies for Chinese baijiu enterprises.

2. The Impact of Digital Technology on Baijiu Culture Communication

2.1. The Impact of Digital Technology on Baijiu Culture Communication Mode

Firstly, digital technology expands the scope and coverage of baijiu culture communication. Through digital technology, baijiu culture can overcome the limitations of time and space, and achieve all-time, all-place and all-domain communication. Baijiu culture can cover various regions and groups in China and even in the world through technologies such as Internet and mobile communication, achieving wider communication effects. Secondly, digital technology enhances the interactivity and participation of baijiu culture communication. Through digital technology, baijiu culture can achieve two-way or even multi-way communication and feedback, increasing the vitality and interest of

communication. Baijiu culture can communicate and cooperate with consumers, media and other parties through technologies such as social media and e-commerce, increasing the efficiency and effectiveness of communication. Thirdly, digital technology improves the intelligence and precision of baijiu culture communication. Through digital technology, baijiu culture can use data analysis and mining, achieve more refined and personalized communication. Baijiu culture can use technologies such as big data, artificial intelligence, etc., to achieve in-depth insight and prediction of consumers and markets, and achieve more rational and optimized communication strategies and goals. Fourthly, digital technology enriches the form and content of baijiu culture communication. Through digital technology, baijiu culture can present more diverse and vivid forms and contents to consumers, increasing the appeal and attractiveness of communication. Baijiu culture can use various forms such as text, image, audio, video, animation, virtual reality, etc., to show the color, aroma, taste, shape and other aspects of baijiu, and achieve more comprehensive and three-dimensional communication effects.

2.2. The Impact of Digital Technology on Baijiu Culture Communication Content

Firstly, digital technology shows the history and tradition of baijiu culture. Through digital technology, the historical evolution and traditional essence of baijiu culture can be presented to consumers in a more intuitive and vivid way, increasing the sense of identity and confidence of baijiu culture. Secondly, digital technology shows the quality and brand of baijiu culture. Through digital technology, the quality standards and brand image of baijiu culture can be presented to consumers in a more clear and exquisite way, increasing the sense of trust and loyalty of baijiu culture. Thirdly, digital technology shows the style and characteristics of baijiu culture. Through digital technology, the style differences and characteristic advantages of baijiu culture can be presented to consumers in a more detailed and rich way, increasing the attractiveness and influence of baijiu culture. Fourthly, digital technology shows the cross-border integration of baijiu culture with other fields of culture, such as food, tourism, art, sports, etc., creating new baijiu culture

products and forms, meeting the diversified needs and aesthetics of consumers.

2.3. The Impact of Digital Technology on Baijiu Culture Communication Effect

Firstly, digital technology improves the efficiency and cost of baijiu culture communication. Through digital technology, baijiu culture communication can be faster and wider, saving time and resources. Secondly, digital technology improves the quality and level of baijiu culture communication. Through digital technology, baijiu culture communication can be more precise and personalized, improving consumer satisfaction and loyalty. Thirdly, digital technology improves the innovation and breakthrough of baijiu culture communication. Through digital technology, baijiu culture communication can be more diverse and integrated, increasing the appeal and influence of baijiu culture.

3. The Current Situation of Digital Transformation of Chinese Baijiu Enterprises

3.1. The Current Situation of Digital Transformation of Chinese Baijiu Enterprises

In the production link, Chinese baijiu enterprises use digital technology to intelligently manage and optimize raw material procurement, production process, quality control, etc., improving production efficiency and quality level. For example, using technologies such as Internet of Things (IoT), big data (BD), etc., to monitor and trace the raw materials (RM), process (P), quality (Q), etc., of baijiu throughout the process (TP), ensuring the quality (Q) and safety (S) of baijiu. In the marketing link (ML), Chinese baijiu enterprises use digital technology to support and innovate data analysis (DA), product positioning (PP), brand promotion (BP), channel construction (CC), etc., enhancing marketing effect (ME) and brand value (BV). For example, using technologies such as Internet, social media, etc., to profile and segment consumers, implement precise and personalized marketing strategies and activities, increase product market share and consumer recognition. In the service link, Chinese baijiu enterprises use digital technology to respond and improve consumer profiling, demand insight, service customization, after-sales guarantee, etc., enhancing consumer satisfaction and loyalty. For example, using technologies such as artificial intelligence (AI), e-commerce (EC), etc., to recommend and guide consumers, provide intelligent and customized service experience and feeling, enhance product service level and effect.

3.2. The Problems of Digital Transformation of Chinese Baijiu Enterprises

At the strategic level, Chinese baijiu enterprises lack a clear digital transformation vision and goal, have not formed a unified digital transformation plan and guidance, resulting in unclear direction and steps of digital transformation, lack of systematicity and coordination. For example, some baijiu enterprises blindly follow or imitate other enterprises' digital transformation practices, without adapting and innovating according to their own characteristics and needs. At the organizational level, Chinese baijiu enterprises lack professional digital transformation organization and talent,

have not established effective digital transformation management and execution mechanism, resulting in difficult supervision and evaluation of digital transformation process and result, lack of continuity and optimization. For example, some baijiu enterprises only temporarily set up or entrust some digital transformation projects or teams, without forming a stable digital transformation department or function, nor cultivating or introducing enough digital transformation professional talent. At the technical level, Chinese baijiu enterprises lack advanced digital transformation technology and platform, have not fully utilized or developed the potential and advantage of digital technology, resulting in low efficiency and effect of digital transformation, lack of competitiveness and innovation. For example, some baijiu enterprises only simply use or buy some common or mature digital technology or platform, without conducting in-depth research or development of more suitable digital technology or platform for themselves.

4. The Digital Transformation Path of Chinese Baijiu Enterprises

4.1. Formulate Clear Digital Strategy and Goal

Baijiu enterprises should formulate clear digital strategy and goal according to their own development stage and market positioning, clarify the direction and focus of digital transformation, clarify the deadline and indicator of digital transformation, clarify the responsibility and division of digital transformation. Baijiu enterprises should combine digital strategy and goal with overall strategy and goal, coordinate digital strategy and goal with various departments and levels, adapt digital strategy and goal to internal and external environment.

4.2. Establish Sound Digital Organization and Talent

Baijiu enterprises should establish sound digital organization and talent according to their own organizational structure and talent structure. Baijiu enterprises should establish a department or team dedicated to digital transformation, such as digital center (DC), digital committee (DC), etc., responsible for overall planning (OP), coordination, supervision (S) and evaluation (E) etc. Baijiu enterprises should cultivate or introduce talents with digital technology knowledge (DTK) and experience (DTE), such as data analysts (DA), data scientists (DS), data engineers (DE), etc., responsible for data collection (DC), data analysis (DA), data application (DA) etc. Baijiu enterprises should improve the digital literacy (DL) and ability (DA) of all staffs (AS), such as through training education (TE), assessment incentive (AI), exchange sharing (ES) etc., make all staffs master basic digital technology knowledge (DTK) and skills (DTS), make all staffs participate in digital transformation.

4.3. Implement Effective Digital Innovation and Collaboration

Baijiu enterprises should implement effective digital innovation and collaboration according to their own product characteristics (PC) and service characteristics (SC). Baijiu enterprises should use data-driven product innovation (DDPI), such as through data analysis consumer demand (CD), market trend (MT), competitive advantage (CA) etc., develop more in line with user taste (UT), quality (Q), safety (S), health (H) etc. aspects of baijiu products; baijiu enterprises should use

technology-driven service innovation (TDSI), such as through technology provide intelligent recommendation (IR), intelligent customization (IC), immersive experience (IE), traceability verification (TV) etc., provide more convenient ©, safer(S), more interesting(I), more valuable(V) etc. aspects of baijiu services. At the same time, baijiu enterprises should also use platform-driven collaboration innovation(PDCI), such as through platform with upstream and downstream partners (UDP), peer competitors (PC), government departments (GD), industry associations (IA), social organizations (SO) etc., conduct information sharing (IS), resource integration (RI), risk sharing (RS), competition cooperation (CC), common development (CD) etc., realize the optimization and integration of industrial chain (IC) and value chain (VC).

4.4. Invest Reasonable Digital Input and Return

Baijiu enterprises should invest reasonable digital input and return according to their own financial situation (FS) and development plan (DP). Baijiu enterprises should formulate reasonable digital budget and plan, such as determine the scope and proportion of digital input, determine the priority and order of digital input, determine the deadline and stage of digital input etc. Baijiu enterprises should evaluate and monitor the effect and benefit of digital input, such as determine the indicator and standard of digital input, determine the method and tool of digital input, determine the frequency and mode of digital input etc. Baijiu enterprises should adjust and optimize the strategy and measure of digital input according to the effect and benefit of digital input, such as increase or decrease the scale and intensity of digital input, accelerate or delay the speed and progress of digital input, expand or narrow the field and range of digital input etc.

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