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Research on the marketing strategy of Shaanxi Xifeng Distillery Co., Ltd. in the context of e-commerce

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Abstract. In today's network information age, the vigorous development of e-commerce has brought great opportunities and challenges to the development of marketing. This paper first analyzes many problems faced by marketing in the context of e-commerce, and then puts forward a series of new marketing strategies in the context of e-commerce, in order to be able to deal with the opportunities and challenges of marketing in the era of e-commerce. Based on the research logic of "discovering problems, investigating and analyzing problems, and solving problems", this study discusses from five aspects. Firstly, from the actual background of e-commerce marketing, the development process of e-commerce marketing and the development status and development trend at home and abroad are analyzed. Secondly, the relevant basic theories are elaborated, and the advantages and characteristics of e-commerce marketing are explained in detail. In-depth analysis of the current operation status of Shaanxi Xifeng Distillery Co., Ltd., comprehensive diagnosis of the marketing strategy of its main products, and detailed discussion of the competitive environment for enterprises to develop e-commerce marketing. Finally, the implementation steps of the enterprise's e-commerce marketing strategy are broken down in detail. After comprehensively using the literature research method, survey research method, SWOT analysis method and interview method to analyze the existing problems of Shaanxi Xifeng Distillery Co., Ltd., the following conclusions are mainly obtained.

Keywords. e-commerce; Marketing of Shaanxi Xifeng Distillery Co., Ltd.; Tactics; study

Introduction

With the development of society, the continuous emergence of emerging scientific and technological achievements, China's e-commerce technology in all aspects have achieved the transformation from quantitative change to qualitative change, e-commerce technology to people's life, economic development, social prosperity have played an immeasurable important role, in the future, e-commerce will benefit more dry economy, serve mankind. Since the beginning of the 21st century, the development trend of China's e-commerce industry has been particularly strong. According to incomplete statistics, from 2006 to now, China's average annual e-commerce transaction volume has increased year by year, becoming one of the best-developing industries in many industries in China, and in 2012, China's total e-commerce transaction amount ranked second in the world, second only to the old capitalist country and the United States. In 2013, China's total e-commerce transactions reached 1 billion, ranking first in the world, and the proportion of business-to-customer e-commerce transactions (B2C) and

business-to-business e-commerce transactions (B2B) showed a relatively high trend. Since 2014, China's e-commerce industry has shown a stable development trend and has become a powerful booster for the sustained and healthy development of China's economy.

As e-commerce occupies an increasingly important position in the national economy, national leaders and local governments attach great importance to the development of e-commerce. At the Third Plenary Session of the 12th Central Committee of the National People's Congress, Premier Li Keqiang of the State Council of China highly affirmed the important position of Internet technology and e-commerce industry in the national economy, and stressed that the government and the state should give strong support to the development of e-commerce. From the side, it can be shown that the e-commerce industry has become the main industry sector concerned by national leaders and governments, and the future development prospects of e-commerce are broad, the development momentum is strong, and the development role is huge, which is bound to become a favorable grip and important support for China to achieve the "two centenary goals". Opportunities, adjusting ideas, broadening channels, and innovating and developing are a difficult problem in front of enterprise managers. In view of this, under the general trend of rapid development of e-commerce industry, it is of great theoretical and practical significance to choose the e-commerce marketing strategy of Shaanxi Xifeng Distillery Co., Ltd. for research.

Literature Review

Through the analysis of relevant domestic journals, such as 'Science and Culture', 'Brand', 'Chinese Wine', etc., websites and proceedings of relevant domestic conferences, this paper finds that the research on Chinese wine in the past was mainly about the historical development of Chinese wine culture, the relationship between wine culture and social politics, etc., while there was a lack of systematic research on the marketing strategy of Xifeng Wine in the context of e-commerce. It can even be said that the current research on marketing strategies in the context of e-commerce in Chinese wine is still in its infancy, and there are still many problems to be studied and explored. Through literature search, it is found that there is currently no monograph published on the marketing strategy in the context of Xifeng wine research e-commerce, and there are less than 30 papers on marketing strategy in the context of Xifeng wine e-commerce, and most of them are special papers on the construction of Xifeng Distillery.

E-commerce has different definitions in different countries and regions, but it is indispensable to rely on electronic devices and network technology for business activities. With the continuous rapid development of the e-commerce field, e-commerce now includes not only shopping, but also extended to side services such as logistics and distribution. E-commerce has a broad and narrow sense. E-commerce in a broad sense refers to the use of various electronic tools to engage in business activities: E-commerce in a narrow sense refers to the use of the Internet to engage in business activities. Whether it is broad or narrow e-commerce, the concept has two things in common: First, the need for an Internet platform. The second is to complete various business activities through the Internet.

Professor Li Gang of Northwest University pointed out in an article "The Mother of National Wine" in "Sanqin Metropolis Daily" on April 19, 2003: Xifeng wine is the mother of national wine and the source of liquor. In the middle of the Qing Dynasty, Shaanxi merchants focused on Moutai Village in Guizhou, and a merchant surnamed Liu invited a winemaker surnamed Tian from Fengxiang Liulin Town, where Xifeng wine is produced, to bring it to Moutai Village, using the recipe of Xifeng wine and local high-quality sorghum, after 9 blends, produced Moutai Roast Pot (that is, Moutai). This discovery has fundamentally enhanced the

cultural taste of Xifeng wine, making it on a par with the national wine Moutai. In addition, Xu Shaohua's "Xifeng Wine Culture" (published by Shaanxi People's Publishing House in 1993) believes that Xifeng Wine as a spiritual materialized product, closely links political, economic and folk customs with traditional culture with cultural values that transcend its ontology, and evolves and develops into an infinitely rich Xifeng wine culture. It also includes the value of history, aesthetics, culture, literature and art, folklore, archaeology, etc., and the book's evaluation of the function of wine is divided into two, which is beneficial for people to correctly use the positive function of wine and consciously suppress the negative function of wine, and sublimate the cultural value of wine to a new level. Li Huarui's book "Chinese Wine Culture" has conducted a detailed study on the national characteristics of Chinese wine culture, the brewing of wine and politics, and wine and folk customs.

In summary, most of these articles comprehensively discuss the culture of Xifeng wine as a large whole, but the study of Xifeng wine from the perspective of market change is basically not involved, so this study attempts to examine the historical process of Xifeng wine in terms of market experience, market positioning and marketing from the perspective of market changes of Xifeng wine, and tries to establish a more effective market system to improve the current status of Xifeng wine.

Research Method

Based on domestic and foreign literature, this paper adopts the following research methods:

1. Non-participatory observation. Non-participatory observation refers to an observation method in which researchers are outside the object or phenomenon they observe, understand the development of things as a bystander, and do not enter the daily life of the research subject. This research method means that researchers can keep a certain distance from the research object and observe what the research object does more objectively. This paper uses the non-participatory observation method to analyze the marketing of Shaanxi Xifeng Distillery Co., Ltd. in the context of e-commerce.

2. Second-hand data collection method. Second-hand data is data that can only be used by using off-the-shelf data or further processing and refining through fragmented text. This paper searches and screens a large number of literature materials of CNKI, Wanfang Data Network, journals and magazines, and compares the marketing of Shaanxi Xifeng Distillery Co., Ltd. in the context of e-commerce

3. Case analysis method, using case analysis method to study the marketing of Shaanxi Xifeng Distillery Co., Ltd. in the context of e-commerce, through specific cases, compared with the poverty alleviation measures of other institutions and enterprises, combined with the changes of local economic development, the marketing effect of Shaanxi Xifeng Distillery Co., Ltd. in the context of e-commerce, and combined with the relevant theoretical basis to analyze its mechanism of action.

4. SWOT analysis, strengths, weaknesses, opportunities and threats are the core of strategic planning and the most familiar of all strategic planning tools, the purpose of SWOT analysis is to further examine whether the company is suitable for operating in this field and can build a lasting competitive advantage. The basic idea of this analytical method.

Content

1. Background and purpose of the study

At present, there are 1,227 liquor enterprises above the scale in the country, with an annual output of 11.53 billion liters in 2012 and 2.95 billion liters in Sichuan, accounting for 25.6% of the national total. In 2012, the total output value of the national liquor industry reached 382.75 billion yuan and the top five Wuliangye, Moutai, Jiannanchun, Luzhou Laojiao, and Hetuopai Group accounted for 40% of the industry's sales. There are many brands in the mass liquor market, and the competition is extremely fierce, making it difficult for a single brand to occupy an absolute market share. Therefore, many large liquor companies have turned their attention to the mid-to-high-end liquor market and have launched their main products. In order to meet the market demand, the old four famous wines Xifeng Wine launched "Red West Wind Special No. 1" as its flagship product and high-end core product. In order to occupy a place in the fast-growing liquor market, he also wants to take the opportunity to let Xifeng Sprinkle return to the camp of the four famous wines. Even if the liquor market is in a period of ten rapid development, but the current liquor industry sales, is still at a relatively primitive level, marketing strategy is still in the initial stage of introduction, this article takes Xifeng liquor as the research object, by analyzing the competitive pressure of the liquor industry and the advantages and disadvantages of Xifeng liquor brand. I hope to provide some of my own views on the marketing strategy of Xifeng's mid-to-high-end liquor.

2. Competitive pressure in the liquor industry

(1) The competitive pressure of substitutes on the liquor industry

The factors that determine the competitive pressure of substitutes on the liquor industry are mainly as follows: First, the price and quality of substitute products. The lower the price and the higher the quality, the greater the competitive pressure from alternatives; Second, consumers: wood that shifts to alternatives. The lower the cost for consumers to move to alternatives, i.e. the easier it is, the greater the competitive pressure; Third, the satisfaction of substitutes If consumers are highly satisfied after using substitutes, the less likely they are to return to the liquor industry, and the resulting competitive pressure will be greater. For the liquor industry, the substitutes are mainly beer, red wine, rice wine and foreign wine. In 2010, the output of China's beer industry reached 44.83 million liters, a year-on-year increase of 6.3%. Wine production was 1,088,800 kiloliters, up 12.38% year-on-year. The output of rice wine was 1.34 million kiloliters, a year-on-year increase of 26.15%. The output of liquor was 89.06 million kiloliters, a year-on-year increase of 26.0%. In 2010, the output of beverage sprinklers in the country reached 56.739 million tons, a year-on-year increase of 9.54% Although the annual growth rate of beer production is the lowest, the total output is very large. The annual growth rate of liquor production of 26% is also higher in the alcohol industry, second only to the growth rate of rice wine, and the difference between the two is not much and the production of liquor is far from the output of rice wine. The growth rate of 26% is also much higher than the overall growth level of beverage sprinkles.

(2) Competitive pressure from potential entrants on the liquor industry

Potential entrants are mainly capital of all kinds trying to get a piece of China's huge liquor market. There are mainly the following categories: 1. Layman's Capital. The entry threshold of the liquor industry has been lowered in recent years, and the profit of the liquor market is considerable, layman capital uses their abundant funds to cooperate with famous liquor enterprises to do OEM liquor OEM, and the high sales performance achieved is mainly based on shrewd market planning and brand operation, Jinliufu, Liuyanghe, etc. are successful

examples; 2. Foreign wine. China's WTO has opened the door for foreign alcohol companies to enter China, and the core of these foreign wines business was initially concentrated in the mid-to-high-end market, and they also obtained good returns. At present, it is slowly shifting to the mass market, such as Rémy Martin and Zhihua Shi are now Chinese familiar brands; 3. Foreign investment. Foreign capital does not directly carry out the operation of the enterprise, but indirectly participates in the operation of China's liquor enterprises through equity alliance and other means. Although the number of potential entrants is large, most of the purpose of entering the liquor market is speculative. This kind of practice of focusing only on short-term windfall profits and ignoring the long-term development of enterprises is bound to damage the stability of the liquor market. For China's liquor enterprises, long-term planning and down-to-earth development can survive after the melee.

(3) Competitive pressure from suppliers on the liquor industry

Due to the large number of suppliers that currently provide raw materials, packaging materials, etc. to liquor companies, the bargaining power of suppliers is very weak. Therefore, as far as the liquor industry is concerned, there is almost no competitive pressure from suppliers.

(4) Competitive pressure from buyers on the liquor industry

At present, the buyers who are under competitive pressure on the liquor industry are: individual consumers, group buying consumers and distributors. Although individual consumers have the weakest bargaining power, wine companies should also pay close attention to preventing individual consumers from transferring to other brands. Group buying consumers are relatively flexible when it comes to choosing liquor products, and since the cost of switching products is almost non-existent, they will always shop around and choose products with better cost performance. The more the number of purchases, the greater the impact on the profits of white sprinkler enterprises. Therefore, group buying consumers have strong bargaining power. In these three categories of purchases, dealers have the strongest bargaining power. Distributors have the advantage of sales channels, and liquor enterprises can quickly expand the market through distributors. Dealers focus on how much the company can pay them. How to balance the cost of selecting distributors with the increased profits of enterprises is a problem that wine enterprises must pay close attention to.

(5) Competitive pressure within the industry

The competition within China's liquor industry has been very fierce, and the competition of liquor enterprises focuses on brand, price, taste, corporate image and other aspects. In 2012, the total sales of the top five liquor enterprises in China's liquor industry (Moutai, Wuliangye, Yanghe, Langjiu and Luzhou Laojiao) accounted for 61.3% of the total liquor sales in that year. Among them, the sales of Moutai ranked first was 15 billion yuan, accounting for 19.5% of the total sales of liquor that year. The "Matthew effect" of the liquor industry is gradually becoming obvious.

3. Red Xifeng brand marketing strategy design

SWOT analysis

Strengths analysis

(1) Long history: one of the oldest historical famous wines in China, with a history of more than 3,000 years

(2) Famous wine honor: He has won the title of Chinese famous wine four times and the international gold award eight times, which is one of the four famous wines in China

(3) Cultural symbols: the era culture of Yin Shang, Spring and Autumn, Qin, Han, Tang and Song dynasties and the regional culture of Qinchuan

(4) Unique craftsmanship: A unique brewing process represented by "Wine Sea" that has been passed down for 3,000 years

(5) Unique quality, industry standards: strong production line and excellent quality tradition, unique quality style of the only "Fengxiang" liquor standard

Disadvantage analysis

(1) Strong regionality, although it is one of the four famous wines in China, its development trend and influence are far inferior to Moutai, Wuliangye, Jiannanchun and so on.

(2) Xifeng wine is considered to be of relatively low grade in many people's minds

(3) Xifeng still does not have a product that can establish a relatively complete image in the country

(4) The policy space given to distributors occupies a significant disadvantage compared with similar competitive products.

Opportunity analysis

(1) Xifeng Liquor ranked first in the "2005 China's Top Ten Most Promising Liquor Brands"

(2) As an old famous wine, it has a good reputation, the quality is deeply rooted in the hearts of the people, and the product has a foundation for upward extension.

(3) Chinese liquor is a product containing a strong Chinese culture, and historical famous wine has long-term vitality

(4) Continuous innovation in aroma and taste according to consumer needs

(5) At present, the overall development trend of liquor is in branding, famous wine

(6) Xifeng's vague figure in the minds of the younger generation of consumers, and the brand image has not yet been determined

Threat analysis

(1) The rapid growth of alternative products has limited the expansion boundary of liquor

(2) The liquor market has transitioned from free competition to monopoly competition, and competition has become more intense

(3) The emergence of new brands, the competition in the regional market is more intense, creating pressure on national brands to attack the city

(4) The focus of the channel has shifted downward, the overall marketing level of the industry has improved, and the competition has been upgraded (5) The long-term deviation from the northwest has made Xifeng's brand value unable to be reflected in the foreign market.

(a) 1. Product strategy

As a new liquor product launched by Xifeng Group, Xifeng Liquor is of course the focus of the current work of the enterprise, which requires the enterprise to concentrate resources on development and marketing. But at the same time, it is also necessary to estimate the other products of the enterprise, so that Xifeng Wine can form a reasonable product structure with it.

Specifically:

(1) Continue to segment the high-end liquor market and find a target market suitable for Xifeng liquor. At the same time, it is necessary to ensure that Xifeng wine is isolated from the brand of other products of the enterprise, and create a Xifeng wine brand with unique personality.

(2) Improve the combination structure of Xifeng wine brand and other brands of the enterprise. Companies should not even derive profits from every brand, but a small number of brands create part of the profits of the company. In the case of limited enterprise resources,

resources should be concentrated on core products. At the same time, in view of the monopolistic characteristics of China's high-end liquor market, the positioning of Xifeng liquor should target the weak area of the market and avoid the stop competition with large brands such as Moutai and Wuliangye.

(3) Strengthen investment in scientific research. Enterprises should develop their own technology and create independent intellectual property rights and theoretical achievements with high value. At the same time, we should pay attention to the development of external technology, and if necessary, we should introduce advanced brewing technology. Through continuous technological innovation, reduce production costs, improve production efficiency, and improve the competitiveness of the brand.

(4) Pay attention to the training of employees. Good employees play an important role in product improvement. Enterprises should pay attention to the cultivation of employees' work skills and improve the professional quality of employees. Especially for liquor enterprises, the benefits brought by professionals such as liquor brewing technicians to the enterprises are considerable. Strong talent support can provide a solid foundation for the long-term development of enterprises.

(b) 2. Price strategy

The price of a product is often an important factor for consumers. For companies, if there is a mistake in the pricing process, the entire marketing strategy will fail.

(1) Establish a reasonable price system. As far as the current liquor marketing channels are concerned, the price system includes factory price, distributor price, wholesale price, retail price and so on. Moreover, the price of the same product may be different in different regions, and this price difference will cause cross-regional circulation of products and affect the initial product layout design of the enterprise. Therefore, enterprises should do sufficient market research, understand the fierce competition of products in different regions, and determine a reasonable price system. When necessary, a strict punishment mechanism can be established to prevent dealers from selling across regions for profit.

(2) Determine a reasonable product price. Since Xifeng Wine is the main high-end liquor brand, it is obvious that the price cannot be too low, otherwise it will not match the positioning of the product. However, the price cannot be too high, Shuijingfang and Guojia 1573 have preemptively occupied the luxury liquor market, which is equivalent to setting an upper limit on the price of high-end liquor. In this case, the pricing of Xifeng wine needs to be carefully studied. At present, China's high-end white sprinkler market is more decisive, but this also means that the number of brands is small, and the price of high-end liquor brands does not completely cover the entire price range. Therefore, companies should be good at finding the empty range of prices and pricing accordingly.

(c) 3. Channel strategy

As a product of Shaanxi local enterprises, the initial channel focus of Xifeng Wine must be Shaanxi's liquor market, coupled with the Xifeng wine brand in Shaanxi region to maintain the first market share all year round, providing a good sales foundation for Xifeng Jiu's promotion factory. Enterprises should first focus on channel construction in cities, counties, and even townships at all levels in Shaanxi Province, and ensure the coverage of the brand with the help of the excellent enthusiasm of this enterprise. Leveraging the channels of your existing brand can do this quickly. Enterprises should strive to open a gap with other brands for Xifeng Wine's position in the Shaanxi market, and then gradually enter the national market.

(1) Continue to strengthen the construction of traditional marketing channels. For China's white sprinkler market, the most common marketing channel is the dealer agency

method. Although there are many distributor agency models, the relatively concentrated sales of high-end liquor market should not set up too many levels of agents. The ideal way is that the product only passes through the level of a group of merchants when it is sold from the enterprise to the terminal, which can not only shorten the logistics channel, speed up the circulation of products, but also facilitate the management of a group of merchants and enterprises.

(2) Develop new marketing channels. In addition to the traditional channels through agents, distributors and so on, in the rapid development of the network, it is necessary for enterprises to build online sales channels. At present, the network marketing of Chinese wine enterprises has just started, but many enterprises have realized the significance of network marketing. It can not only shorten the sales channel, make the transmission of information become rapid, and break through the space limitation of traditional middleman channels; On the other hand, it can also cultivate potential customers on the Yonghe network platform. Therefore, taking advantage of the opportunity to design the marketing strategy of Red West Phoenix wine, enterprises should try to conduct online marketing. At present, network marketing is relatively dry traditional marketing mode, and the cost is still very low. At the beginning, enterprises can market products through existing portals, shopping websites, online shopping malls and other platforms, and then gradually expand network marketing channels and establish a unique network channel marketing model.

(d) 4. Promotion strategy

Promotion is the most direct way for enterprises to directly convey product information to consumers, and a good promotion strategy can stimulate consumers' desire to buy and increase product sales. For the promotion strategy of Red Xifeng, the following points have been formulated:

(1) Advertising. Since the main consumer groups of high-end liquor today are still middle-aged and elderly people, they are not strongly dependent on the Internet, and more through TV advertisements or print media advertisements to learn about liquor products. Therefore, companies should also continue to maintain the volume of advertising on these media. Xifeng Wine won the bid for CCTV's prime-time advertisement in 2013, which is very meaningful to enhance product awareness and influence, and it is recommended to continue to maintain it.

(2) Promotion is not just a simple brand promotion, in the modern marketing point of view, more important is management. Enterprises should pay attention to the recruitment and training of management talents, and a good promotion strategy is bound to take into account the interests of all parties. In the event of emergencies, how to coordinate with the public, how to maintain the image of the enterprise and the brand, are all solved by the theory of public management. It is best for enterprises to set up a public administration department to deal with various public relations incidents and to prepare response mechanisms in advance. This is very necessary in self-media now.

(3) Enterprises should also maintain good relations with agents. When formulating a promotion strategy, it is necessary to consider not only the success and profit of the enterprise, but also the profit of the agent.

(4) As a local enterprise in Shaanxi, it is also necessary to handle the relationship with governments at all levels and the media. In 2012, Xifeng Group won the title of "Top 50 Taxpayers" in Shaanxi National Tax, which shows that the enterprise has made great contributions to social construction. At the same time, maintaining a good relationship with the government can also enable enterprises to obtain a good production and operation environment. In addition, doing some public welfare activities is also very helpful to enhance the brand image.

In 2013, Xifeng Group made many donations to earthquake-stricken areas such as Ya'an, and these behaviors should continue to be maintained, so as to establish a responsible and caring corporate image.

4. Conclusion

In summary, Xifeng Wine itself has unique advantages in technology, history, culture and quality, although there are certain threats and deficiencies in the external environment and brand image, but its solid quality support, long history and huge growth potential have been praised by the industry and beyond. However, the situation in China's high-end liquor market is very different from that of the mass liquor market. At present, Shuijingfang, Guojiao 1573, Moutai and Wuliangye occupy most of the share of China's high-end liquor market. In order to survive in such fierce market competition, it is necessary to have a reasonable marketing strategy.

1. The characteristics of China's liquor industry should be taken into account when formulating marketing plans. Companies should first understand that it takes time to adjust some marketing mix variables, so the company's marketing standards and marketing strategies should be unified in the company's budget and have a relatively long-term plan. Secondly, the liquor industry has obvious seasonal characteristics, so enterprises should clarify the marketing plan for the off-season and peak sales season. A large amount of marketing resources should be invested before the peak sales season, and the investment of resources should be reduced when the peak of sales is reached during the peak season. This will reduce the marketing cost of the enterprise and improve the efficiency of the use of resources.

2. The combination of marketing strategies should be reasonable. In the actual operation of marketing strategies, it is inevitable that they will encounter unexpected impacts.

It may help dry to improve the harmony of the enterprise, or it may reduce the harmony of the enterprise. In order to reduce the loss caused by the uncertainty of the species, enterprises should have a feedback mechanism when formulating marketing plans. Specifically, the annual plan of the enterprise can be broken down into months, and the progress of different departments can be tracked in real time. In this way, possible problems can be identified in a timely manner, and remedial measures can be taken immediately, bringing the actual business closer to the planned performance. For Xifengshan, the best way to control profitability is to control costs. The enterprise should build a management system, the financial department to each department related to product sales to set a standard, through this system for real-time monitoring, according to the monitoring situation appropriate adjustment of the budget of each department, which can greatly improve the efficiency of brand marketing.

2. Pay attention to customer feedback. For newly launched products, it is necessary and critical for companies to establish a channel that can communicate smoothly with consumers. As a new high-end white sprinkler brand entering the market, Xifeng span will inevitably not be able to fully meet the purchase needs of target consumers, and the rush through Duyong channels can establish a feedback mechanism to obtain consumers' evaluation and feeling of products in a timely manner, which will help enterprises improve products in time, adjust marketing strategies, and gradually approach consumer demand. This will not only help the sales of Xifeng wine increase, but also gradually gain a stable consumer group.

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