

Research on Marketing Strategy of Tea Wine Products of DJ Wine Industry

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Abstract: In recent years, the liquor market has developed rapidly, consumers' demand for Baijiu (Chinese liquor) has upgraded, and market competition has become increasingly fierce. Wine-making enterprises, especially small and medium-sized ones, are facing severe challenges and urgently need scientific development strategies. This paper takes the tea wine products of DJ Wine Industry Co., Ltd. as the research object. Through on-the-spot investigation, it deeply analyzes its development overview and marketing status, studies the opportunities and threats in the external environment, as well as the advantages and disadvantages of the enterprise itself, and finds problems such as vague positioning, inappropriate pricing, poor channels, and single promotion methods. The study uses STP theory to segment, select and accurately position the target market of tea wine products; with the help of 4P theory, it optimizes the marketing strategy from four aspects: product, price, channel and promotion. At the same time, combined with the macro and micro environment of the company, it systematically adjusts the marketing status and strategy. This research aims to tailor a scientific and comprehensive marketing plan for DJ Wine Industry's tea wine products, helping it formulate a perfect marketing plan according to its actual situation, improve market competitiveness and share, and achieve sustainable development. The research results can not only provide reference for DJ Wine Industry, but also offer new ideas and methods for similar liquor enterprises to optimize marketing strategies, formulate sales plans, and promote the development of China's liquor industry.

Keywords: Tea Wine; Marketing; 4P Theory

Published: Sept 22, 2025

DOI: <https://doi.org/10.62177/apemr.v2i5.607>

1.Introduction

To improve the marketing strategies of small and medium-sized Baijiu enterprises in China, and help them make full use of marketing strategy tools in the development process, so as to increase market share, expand enterprise scale and improve enterprise profits, this paper takes DJ Wine Industry Co., Ltd. as an example. In 1995, the company was just a wine workshop with only four workers, who brewed bulk Baijiu with sorghum and wheat, mainly sold through door-to-door and in-store purchases. After continuous development and expansion, the founder made research, development and innovation on the wine body, and developed a new type of tea-flavored Baijiu, which is a distilled Baijiu product fermented with pure tea leaves. With an alcohol content of 52 degrees, it belongs to high-alcohol liquor. The tea wine is colorless, with a sweet tea aroma when tasted. DJ Wine Industry Co., Ltd. was founded in 2017, with a current staff size of 160 people. By the end of 2024, its business volume had reached 20 million yuan. Its main business model is to provide OEM (original equipment manufacturing) of wine products for tea enterprises. However, the OEM business has thin profits and slow growth, which

is not as good as other large brands and independent brand wine enterprises. At present, DJ Wine Industry Co., Ltd. has put forward a To C marketing strategy to face consumers directly, while retaining the OEM business, and making every effort to develop its own brand to fully enter the consumer market. Facing the rapid growth of the Baijiu consumption market today, the competition among large, medium, small and micro wine enterprises is extremely fierce. This paper hopes to provide reference for small, medium and micro wine enterprises in marketing strategy through the research on the marketing strategy of DJ Wine Industry's tea wine products.

2.Domestic and Foreign Literature Review and Theoretical Basis

2.1 Domestic and Foreign Literature Review

Relevant research on marketing generally holds that an enterprise's competitiveness in the market is closely linked to its market sales capability, and market sales play a key role in a company's development. Yu Tao (2022) argues that if the pace of technological progress fails to keep up with the changing needs of consumers in the market, relying solely on technological advancement is insufficient to secure a company's market advantage. Therefore, companies must clearly define their positioning and prioritize meeting customer needs in their operations. Only in this way can overall operational costs be reduced and the company's market competitiveness be enhanced to a greater extent, which requires improving the company's market research and sales capabilities. Chen Tao and Zhao Jun (2004) point out that many Chinese companies are still in the transition from traditional to modern marketing models, having not yet formed a genuine marketing system and lacking an understanding of such systems. Xue Zhou (2020) believes that centering on solving customer needs and placing corporate sales at the forefront is becoming increasingly important in a company's development. For research on the fast-moving consumer goods market, foreign studies began much earlier than in China, and many classic marketing theories have been developed. For example, at the American Marketing Association, Neil Borden delivered a speech in 1953 and coined the term "marketing mix". Later, Jerome McCarthy summarized the 4P principle, which refers to "Product", "Price", "Place", and "Promotion", and elaborated on it in **Basic Marketing**. 4P has laid a solid foundation for subsequent analyses of marketing strategies, and most current marketing strategies are based on this idea. In the 1990s, Lauterborn proposed the 4C marketing concept. The difference between 4C and 4P is that 4P stands from the producer's perspective, while 4C stands from the customer's perspective. Iqbal Shaukat (2021) believes that marketing provides a method for developing and promoting a product. Don Schultz, the father of marketing management, told us how to view market competition from a competitive perspective, put forward suggestions for enterprises to formulate sound business strategies, and pointed out that marketing theory is an essential management theory for every company. Marketing lays the foundation for how to develop and sell products, and marketing management proposes new methods for increasing sales through various approaches. In the context of global economic integration, market-oriented operation is an effective means. Some also integrate information technology with marketing strategies. In summary, we can draw the following conclusion: There is a close connection between the development of enterprises and the scientific method of marketing. In today's increasingly fierce market competition, especially small and medium-sized enterprises should pay more attention to marketing. Baijiu enterprises are also an important part of today's enterprises, and Baijiu marketing is an important branch of marketing. Therefore, both large and small Baijiu enterprises attach great importance to marketing methods and actively respond to the ever-changing market changes with the development of the times. Most of the research on enterprise marketing strategies is based on STP theory and 4P marketing theory, using PEST as an analytical tool to analyze enterprise marketing strategies and put forward improvement suggestions. This paper discusses the same marketing strategy for the tea wine products of DJ Wine Industry.

2.2 Theoretical Basis

The 4P marketing concept, namely: Product, Price, Place, and Promotion. 4P was first introduced into enterprise management by the renowned American business management expert Jerome McCarthy in the 1960s and has since occupied a pivotal position in modern enterprise management. It provides an effective method for companies to achieve their market goals and plays a significant role in this process.

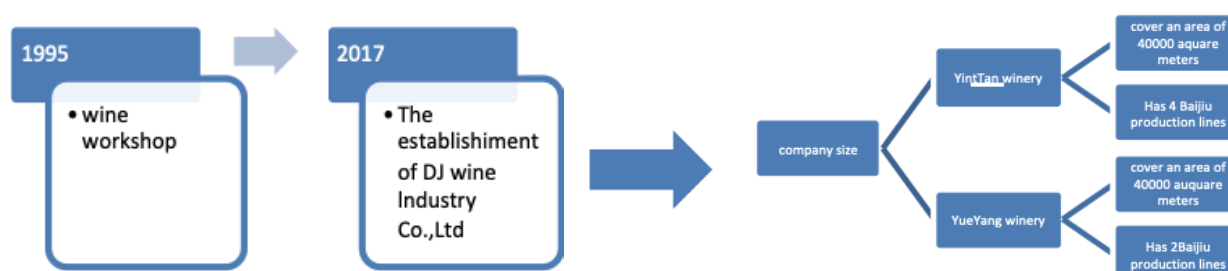
3.DJ Wine Industry's To B Marketing Strategy and Dilemmas

3.1 Overview of DJ Wine Industry Co., Ltd.

The full name of DJ Wine Industry Co., Ltd. is “Guixi Duijin Wine Industry Co., Ltd.” When it was established in 1995, it was a wine workshop with only 4 employees. Initially, it produced bulk Baijiu brewed from sorghum and wheat, mainly sold through door-to-door and in-store purchases. After continuous development and expansion, the founder engaged in research, development and innovation of the wine body and developed a new brewing technology, which is a Baijiu brewing technology for distilled Baijiu fermented from pure tea leaves. Guixi DJ Wine Industry Co., Ltd. was founded in 2017, and its development history is shown in Figure 1. Currently, its main business model is OEM (original equipment manufacturing) of wine products for tea enterprises, and tea wine products are the only liquor products of DJ Wine Industry Co., Ltd. Its main sales markets are Fujian, Jiangxi, Guangdong and Shanghai. At present, as a representative of tea-flavored Baijiu, it occupies a position in the Baijiu market. The wineries are respectively located in Yueyang City, Hunan Province and Yingtan City, Jiangxi Province, with a staff size of 160 people. It has a certain reputation in the Baijiu industry, and the tea-flavored brewing technology has obtained a national patent. By the end of 2024, its business volume had reached 20 million yuan, but all businesses operated in the OEM mode, providing OEM services for major tea enterprises and tea merchants to produce tea-flavored Baijiu. The slow-moving tea in China also brought benefits to DJ Wine Industry in the early stage of its establishment. For tea merchants and enterprises, OEM of tea-flavored Baijiu undoubtedly opened up an extension of their products. For example, Da Hong Pao tea can be used to make wine, becoming Da Hong Pao tea wine. The value chain of the tea wine industry is basically the same as that of general industrial enterprises. In the production of tea wine, consumers play two roles in the value chain of the tea wine industry: they are both recipients and demanders of tea wine products. Currently, in China, the end customers of tea and Baijiu are divided into catering terminals, community retail terminals, supermarket terminals and nightclub terminals. Terminal merchants purchase various required production materials through professional contracting and self-construction, and finally produce and sell them to customers. From the analysis of profit distribution at each stage of the industrial value chain, tea enterprises usually obtain the maximum added value because they have advantages in both manufacturing and marketing; due to the different costs of different packaging materials and equipment, it is relatively difficult to increase product value. However, in China, the mainstream packaging materials for tea Baijiu have established a unified market in China, so their product pricing is relatively stable, and their profitability is at the domestic average level. Tea and Baijiu companies have relatively high profits in the entire industry chain because there is no problem of homogeneity. At the same time, tea merchants and enterprises themselves have perfect sales channels, and tea-flavored Baijiu undoubtedly brings them a new product and can also digest slow-moving tea. These two points enabled DJ Wine Industry Co., Ltd. in the start-up period to obtain many OEM orders. OEM refers to a named manufacturer entrusting another manufacturer to produce goods on its behalf, and the final brand name of the goods still uses that of the named manufacturer. China’s Baijiu industry has a variety of production license qualifications, and many tea enterprises themselves do not have the qualifications and capabilities for Baijiu production, so they can only entrust DJ Wine Industry Co., Ltd. for OEM production. From 2017 to the end of 2024, it maintained its business by relying on technological monopoly and low-cost OEM to attract tea merchants and enterprises. Its sales exceeded 15 million yuan in 2019, but by 2024, the annual sales growth rate had slowed down, fluctuating around 1 million yuan per year. DJ Wine Industry Co., Ltd. has encountered a development bottleneck.

Figure 1 Development History of DJ Wine Industry Co., Ltd.

Source: self-made



3.2 Current Situation of To B Marketing Strategy for Tea Wine Products of DJ Wine Industry Co., Ltd.

The main tea wine products sold by DJ Wine Industry Co., Ltd. are the Daozhengyun tea wine series. This series is divided into 6 single products (see Table 1): Daozhengyun Longjing Tea Wine, Daozhengyun Longjing Tea Wine (green bottle), Daozhengyun White Tea Wine, Daozhengyun Green Tea Wine, Daozhengyun Da Hong Pao Tea Wine, and Daozhengyun Yongchun Yellow Tea Wine. They are originated from Yingtan City, Jiangxi Province, and are tea-flavored distilled Baijiu. Each single product has a capacity of 500ml and an alcohol content of 52%.

Table 1 Main Products Sold by DJ Wine Industry Co., Ltd.

product degree capacity	Daozhengyun Longjing Tea Wine	Daozhengyun Longjing Tea Wine (Green Bottle)	Daozhengyun White Tea Wine	Daozhengyun Green Tea Wine	Daozhengyun Da Hong Pao Tea Wine	Daozhengyun Yongchun Yel- low Tea Wine	Daozhengyun Longhu Hero Tea Wine
degree	52°	52°	52°	52°	52°	52°	52°
capacity	500ml	500ml	500ml	500ml	500ml	500ml	500ml

Source: self-made

The Daozhengyun tea wine series products are mainly distributed through sales channels targeting tea enterprises and merchants, as well as tea lovers, mainly male consumers aged around 30-60. Each product in the Daozhengyun tea wine series has its own unique appearance, and prices are differentiated through different appearances. The bottle of Daozhengyun Longjing Tea Wine is blue, representing preciousness; the golden bottle cap and auspicious cloud patterns stand for wealth and symbolize good luck and auspiciousness; the bamboo joint pattern on the bottom of the bottle represents the power of life and symbolizes longevity and peace. The bottle colors of Daozhengyun White Tea Wine, Green Tea Wine, and Black Tea Wine correspond to their flavors—red for black tea, green for green tea, and white for white tea. Their appearances all feature a water drop bottle design, representing purity and symbolizing beauty and innocence (see Figure 2).

Figure 2 Appearance of Daozhengyun Tea Wine Products

Source: self-made



4. Analysis of Marketing Strategy Environment for Tea Wine Products of DJ Wine Industry Co., Ltd.

4.1 PEST Analysis

The state has formulated a series of industrial policies for liquor enterprises. Table 2 lists the changes in industrial policies from 2012 to 2024. In 2012, due to frequent production safety accidents in the liquor industry, the state intensified supervision over the food safety of liquor. Over these ten years, the introduction of the Eight Provisions has had a great impact on the liquor industry, resulting in a decline in the overall profitability of listed liquor companies. In the two years after the introduction of the Eight Provisions, the wealth loss of first-tier liquor enterprises reached as high as 80.83%. China's liquor industry has been severely impacted, among which the major official consumption forces of well-known brands such as Moutai, Xifeng Wine and Jiugui Wine have been completely suppressed. For a long time, China's liquor industry has been classified as a "restricted" industry. In February 2013, China's "Guidance Catalog for Industrial Structure Adjustment (2011

Edition) (Amendment)" (No. 21 of 2013) continued to include the "liquor industry" in the "restricted" industry. In 2019, the National Development and Reform Commission removed liquor from the "restricted industries", meaning that the liquor industry was officially liberalized.

According to Tianyancha data, as of February 26, 2022, there were a total of 319,000 liquor-related enterprises in China, with 7,712 new enterprises registered throughout the year, among which 283,000 were small and micro enterprises with a registered capital of less than 1 million yuan, accounting for about 88% of the entire industry

Table 2 Changes in Liquor Policies from 2012 to 2022

event time	Relevant conference policies and their impacts
2012	Liquor production enterprises have repeatedly encountered food safety incidents such as industrial alcohol blending, addition of plasticizers, and detection of pesticide residues, leading to increased food safety inspections in the liquor industry.
2012	The newly revised Criminal Law stipulates that drunk driving of motor vehicles shall be convicted of "dangerous driving", and drunk driving has been criminalized. Therefore, one should not drive after drinking, and should not drink when driving.
2013	The state has issued documents to control the production quality of liquor. The State Food and Drug Administration issued the "Notice on Further Strengthening the Supervision and Administration of Liquor Quality and Safety", the Ministry of Commerce issued the "Standards for Circulation Services in the Liquor Industry", and the State Administration of Work Safety issued the "Safety Management Standards for Liquor Enterprises", etc., which have strengthened supervision over the entire process of liquor, including raw material procurement, production process supervision, finished product testing, and label supervision.
2013	Local governments have successively issued alcohol bans. The Standing Committee of the Hainan Provincial Party Committee reviewed and approved the "Regulations on Improving Work Style and Maintaining Close Ties with the Masses", which clearly states that "from now on, official receptions in the province shall be arranged at designated places according to standards and no alcohol shall be served". This is the first local version of the "alcohol ban" after the 18th National Congress of the Communist Party of China.
2018	The "Beverage and Liquor Classification Standards" have been revised to scientifically define traditional solid-state liquor, liquid-state liquor, solid-liquid liquor, formulated liquor or flavor-adjusted liquor, and explicitly stipulate the raw materials, production processes, edible alcohol, food additives, and product traceability standards in the production process of edible liquor.

Source of information : <http://www.woyao9.com/bjzx/181618.html>.

4.2 Economic Environment Analysis

China's economic development model has gradually shifted from high energy consumption and high emissions to low energy consumption and high efficiency. Nationwide, efforts are being made to promote industrial transformation and upgrading, with a number of new industries and new business forms emerging in the economic development, and the industry continues to transform and develop new drivers of growth. High-tech industries such as artificial intelligence, biomedicine, intelligent manufacturing, and 5G will play a leading role in future economic development. The COVID-19 pandemic at the end of 2019 also had an impact on the world economy and caused a great impact on China's import and export trade. The integration of world trade has both advantages and disadvantages for our liquor industry. On the one hand, due to the continuous opening of the market, a large number of foreign liquor companies have poured into China, which has caused a huge impact on the development of our liquor industry. In particular, with the entry of internationally renowned wine brands and the large-scale introduction of wine, the development of the domestic liquor industry is facing huge competitive pressure. In addition, due to the opening of the market, our liquor industry has also gained some advanced brewing technologies and management experience, which has created favorable conditions for our liquor industry to go global. At present, our liquor has a low share and popularity in the world, and is still in the initial stage of entering the world. It is still a long way for China's liquor industry to explore the international market and enhance its international popularity. Worldwide, with the rise of trade protectionism and the outbreak of the pandemic around the world, China's macro-economy has gradually formed a new

development pattern with the domestic big cycle as the main body and the domestic and international dual cycles promoting and reinforcing each other, which also provides a major historical opportunity for China's consumption upgrading. Under the current industrial structure, how to achieve high-quality development has become an increasingly concerned issue for major liquor enterprises. From the market to products, and then to customers, all are constantly updating. Liquor, breweries, and rice wine are facing an era where low-end products withdraw and high-end products rise. The development of the beverage industry has also entered a "four new" period: low-end products withdraw, high-end products rise vigorously; new consumers have more aesthetic views and more demands; in the new retail industry, the interaction between customers and brands is getting deeper and the relationship is getting closer, with high-quality value, new corporate culture, and new brand culture. In the process of China's new round of industrial transformation and upgrading, the demand for the traditional industry of brewing is getting higher and higher. At the same time, the continuous improvement of environmental protection standards has also prompted the brewing industry to carry out technological transformation and improvement in terms of sewage discharge.

4.3 Socio-Cultural Environment Analysis

For thousands of years, alcohol has been generally endowed with various cultural connotations, symbolizing rituals of life, respect, and noble personalities. Chinese people have an indelible affection for the white wine they have tasted, so they traditionally still prefer to drink and consume white wine. However, with the advancement of globalization, economic development, and improvement in people's quality of life, the white wine market is constantly undergoing new changes. With modernization, globalization, and urbanization, people's consumption concepts have changed. They have higher and higher requirements for products, including white wine, as well as for foreign wines and soft drinks. People are strongly influenced by publicity, thinking that drinking white wine is outdated, while drinking red wine and foreign wine is fashionable and elegant. Due to changes in people's material lifestyle and the continuous improvement of their requirements for health, the consumption of white wine is increasingly inclined to high-end, which also affects the sales of low-end white wine to a certain extent. In the context of globalization, urban culture has risen worldwide, and cities are the most influential in the world. European and American spirits, Japanese and Korean wines, etc., have entered China and are favored by urban young people. For example, urban bars mainly serve imported foreign wines, with their unique bartending techniques and integration of European and American cultures, which are favored by young people. The increasing variety of beverage choices provided by restaurants has formed competition with white wine. After 2000, Korean dramas became popular all over China, and Korean cuisine also began to prevail in China, which is deeply loved by young people. Sake also appears in Korean movies and TV dramas, which is the reason for the rise of Korean sake in China. In addition, Korean sake has a low alcohol content, which is favored by some consumers who are not used to high-alcohol wines. Sake quickly entered the Chinese market and can be bought in major supermarkets and convenience stores, which has a strong impact on the low-end white wine market. However, Chinese white wine is also striving to go global, and a number of famous brands are gradually moving towards the world. For example, in 2017, Chinese Yanghe cocktail won the London "LCBA" award and gained high popularity in London. However, the current international recognition of Chinese white wine is still very low. International consumers' understanding of Chinese white wine is not sufficient, especially in terms of its quality, traditional brewing technology, alcohol content, and price, which has created great obstacles for Chinese white wine to enter the world market.

5.Improvement of 4P To C Marketing Strategy for Tea Wine Products of DJ Wine Industry Co., Ltd.

5.1 Enhance product layout

Launch low-priced products to meet the demand of the low-end market. According to the questionnaire survey, 27.66% of the surveyed customers would choose liquor around 100 yuan (see Table 3), and 38.3% of the surveyed consumers often buy liquor priced between 100-300 yuan. The tea wine products produced by DJ Winery have always been mainly medium and high-end series, targeting the consumer groups of medium and high-end liquor. Facing the huge middle-income and low-income groups in China, the tea wine products lack low-end products below 100 yuan per bottle and mid-end products priced between 100-300 yuan. Therefore, products priced below 100 yuan and between 100-300 yuan can be added to the

Daozhengyun series of tea wine currently produced with Longjing, Dahongpao, green tea and white tea. This can enrich the product line of DJ Wine Industry Co., Ltd., diversify its products, and provide higher-quality products and services for the majority of working-class customers. It will expand the overall market share of DJ Wine Industry Co., Ltd., and the addition of low and mid-end products will also play a certain role in boosting high-end tea wine. In the interviews with key people, Manager A of the entrusted processing party said that the repurchase rate of tea wine is very high and it is gradually being liked by consumers. Dealer G, an employee of DJ Wine Industry Co., Ltd., said that the current price range of tea wine products is relatively high, with no low and mid-end products. Some consumers who have the willingness to buy eventually give up due to the price range, and hope that there will be some low and mid-priced tea wine products to meet the needs of other consumers.

3 Price Ranges of Liquor Frequently Purchased by Consumers

quantity \ option	subtotal	proportion
<100	91	27.66%
100-300	126	38.3%
300-500	67	20.36%
500-1000	36	10.94%
>1000	9	2.74%
Number of valid respondents	329	

Source of information: Self-made

5.2 Highlight product features

The tea wine products of DJ Wine Industry are first distinguished from liquor of other flavors, and second, they aim to establish a healthy brand image. The series of tea wine products OEMed by DJ Wine Industry do not have advertising slogans that highlight product features. As shown in Figure 3, the advertising slogan of Daozhengyun series tea wine products is “Pure tea brewing, national patented product”. It is necessary to further design advertising slogans with the theme of great health. On the other hand, in terms of distinguishing internal single products, at present, they are mainly matched in terms of color and tea raw materials, and there is no distinction based on the characteristics and values of each single product. For example, green tea and Longjing tea, Longjing tea itself is a type of green tea, and the category attributes are relatively confusing. It is necessary to have differences in outer packaging and bottle body in addition to color.

Figure 3 Daozhengyun Series Tea Wine

Source of information: Self-made



5.3 Launch of new products

First, attention should be paid to gift-giving consumption demand. The demand for gifts with a unit price of 100-300 yuan is a necessary part of the national liquor consumption market, and it can promote the sales of dealers and other products to a certain extent, which can not only occupy the market but also encourage dealers participating in tea wine distribution. Since Daozhengyun Longjing Tea Wine (1,688 yuan/bottle), Daozhengyun Green Tea Wine (1,688 yuan/bottle), and Daozhengyun Drop-shaped Bottle Green Tea Wine (588 yuan/bottle) do not meet the gift-giving needs of the low-end market, product innovation is required. A low-priced variety can be derived from Daozhengyun Green Tea Wine, and its green packaging design is also in line with the characteristics of the green and healthy brand. Secondly, the wedding banquet market in the low-end market is also a sector that cannot be ignored. Regarding China's wedding banquet concept, people still prefer festive red. At present, among all Daozhengyun tea wine products, only Daozhengyun Black Tea Wine in a drop-shaped bottle (588 yuan/bottle), as shown in Figure 4, is available, which is relatively single in product and its price does not meet the low-end wedding banquet market. Therefore, it is necessary to launch tea wine products with red packaging made from green tea and white tea to supplement, and the price should be in line with the consumption level of the working class.

Figure 4 Daozhengyun Drop-shaped Bottle Series Tea Wine

Source of information: Self-made



Funding

No

Conflict of Interests

The authors declare that there is no conflict of interest regarding the publication of this paper.

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