



Research on the image building of liquor enterprises from the perspective of low carbon economy

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Abstract With the market competition becoming more and more brutal and fierce, the image of the enterprise has become an important means of competition in the process of enterprise development, however, from the current situation of the image of liquor making enterprises in China, there have been many misunderstandings and problems. Liquor enterprises should follow the expectations and requirements of the public, and revise the self-behavior according to the requirements of low-carbon economic development, and create a low carbon image. By introducing the connotation of corporate image, this paper discusses the necessity of developing low-carbon economy in liquor making enterprises, and points out that those liquor enterprises can shape the image of liquor enterprises by establishing low-carbon concept, technological innovation, recycling economy, low carbon measures for packaging.

Keywords Low carbon economy; Enterprise image; Shape

1. Introduction

In the 21st century, the global economic integration will continue to develop deeply, and the market competition becomes more and more fierce and cruel. In the new economic era, more and more enterprises have realized the future competition between enterprises is not only the product itself, such as product quality, product price, product advertising and other aspects of hard power competition, and more important is the competition of enterprise soft power. The soft power of enterprises is the non-materialization factor of relative hard power, and it is the indispensable supporting factor for the development of enterprises. Corporate image is a comprehensive performance of enterprise's soft and hard power. For an enterprise, the image of an enterprise is directly related to the survival of an enterprise. Inside, good corporate image can enable enterprises to obtain the public trust and support, and enhance the financing ability of enterprises, help enterprises to occupy the market, improve the economic efficiency of enterprises; external, it can enhance the cohesion of the enterprise, which is conducive to enterprises to recruit talents, and improve the core competitiveness of enterprises.

At present, the liquor-making enterprise's capacity is saturated, serious homogenization of products, plasticizer events and the introduction of prohibition, which makes the liquor enterprise image suffering from "cold winter" in the hearts of people [1-3]. The establishment of a new image of liquor making enterprises was proposed timely. Part of the liquor companies have begun to shape the corporate image[4, 5]. However, due to some liquor companies lack a comprehensive and systematic understanding of the corporate image, and they do not really understand the essential content of the corporate image, and even equate the corporate identity system (Corporate Identity System, referred to as CIS) with the corporate image in error, which leads to the fact that when the enterprise is shaping the image, many of them only emphasize the representation of things. So ignore the in-depth investigation and analysis of the market, and truly understand the expectations



of the public. Eventually lead to a mere formality in the shaping of corporate image, and even do not know how to shape the image of liquor enterprises in the minds of consumers.

At present, climate problems and energy problems are widely concerned all over the world.

Global warming has threatened the survival and development of all living things. The nonrenewable nature of energy has caused countries to join in the scramble for energy. Estimation based on related economic models, if the global temperature rises by about 2 degrees, some countries will produce nearly 3% of the GDP losses, while the economic losses of developing countries will be more serious. Although the competition among countries is reflected in politics, economy, technology, environment, law and so on, the most fundamental problem is revolve round emission right, capital, technology and economic development space. In this situation, the mastery of low-carbon technology and the development of low-carbon industry will enable it to have more advantages and development space in the world. Each country has formulated its own goal of low-carbon economic development. Under the development goal of low carbon economy, low carbon has become an inevitable trend in the development of various industries in the national economy [6-11].

Liquor-making enterprise just take advantage of this opportunity, through low carbon thinking, through technological innovation, and actively through energy saving, emission reduction, thus producing high-quality low carbon liquor, creating its own characteristics [13-15]. It not only enhances the competitiveness of liquor products in the market, but also conforms to the international trend, which adapts to the requirements of the national transfer mode, adjustment structure, construction of resource-saving, environment-friendly production mode and consumption mode, therefore, a new image of liquor making enterprise with social responsibility is created, which promotes the sustainable development of liquor making enterprises.

2. Connotation of Enterprise Image

The study of enterprise image began in the early twentieth Century in western developed countries. At that time, the commodities in the whole society were in oversupply, and the market changed from the seller's market to the buyer's market. In order to sell products, enterprises begin to change the quality of products and the competition of sales skills into the shaping of enterprise image to attract more consumers. By the 50s of last century, Kennedy began to make a systematic analysis of enterprise image. Later scholars have also studied the enterprise image, so that the definition of corporate image has been constantly improved. Boulding believes that the enterprise image is a fact that exists and is considered to be true by the individual. For the first time, Swanson put forward the ideal enterprise image from the customer's point of view. Martineau believes that enterprises will face many of the public, such as consumers (including potential consumers), shareholders, employees, upstream and downstream enterprises, community and government, so the public perception of the enterprise image is different. He emphasizes the importance of enterprise image, and that the quality, reliability, service and price boil down to the functional significance of the enterprise image, and the emotion and attitude of the public to the enterprise boil down to the emotional meaning of the enterprise image, which is related to the psychological characteristics. Harris believes that the enterprise image is an impression generated in the minds of customers; Spector, Carlson believes that the way that the public who are not face-to-face with the enterprise apperceive the enterprise constitutes the image of the enterprise. Downing thinks that enterprise image is the fusion of three factors: emotion, trust and viewpoint; in addition to the three factors proposed by Downing, more factors are included in the Bevis, and he also brings people's experience, knowledge and impression into the category of enterprise image; Parkin believes that as for the public who has contact with those enterprises, the overall impression of the enterprise in their minds is the image of the enterprise; Bemstein also believes that the true corporate image is not put forward by the enterprise itself, but through contacts and observations between the public and the enterprise, thus forming certain emotions and beliefs retained in the mind. Gray and Smeltzer believe that the overall impression of different people on enterprise is the enterprise image. Dichter and Solomon put forward that the enterprise image is an impression that is retained in the customer's mind, and this impression comes from the historical evolution of the enterprise, the various business of the enterprise, the perception of customers and



employees in the process of communication. Nguyen and Leblanc, Schmitt pointed out that the frame left by the enterprise in the minds of the public is the image of an enterprise.

The research on enterprise image is relatively late in our country, and Ye Wanchun and others believe that enterprise image is the overall impression and evaluation of enterprise integration by external public and internal staff. Yan Huiwu's view is consistent with that of Ye Wanchun, and he also approves that enterprise image is the view, impression and evaluation of the whole enterprise in the eyes of the public. Luo Changhai believes that the image of the enterprise is the enterprise shows a variety of characteristics in the process of business activities, and is the general impression and overall evaluation of the public on the enterprise, and is the organic combination of "subject image", "object image" and "social image". Zhang De and Wu Jianping believe that the enterprise image is the overall impression, feeling and cognition of the internal and external groups to the enterprise, and it is a comprehensive reflection of the enterprise's operating conditions.

Based on the understanding and views of scholars at home and abroad, we can generally divide the understanding of enterprise image into three kinds of attitudes. The first is to think of the enterprise image as a perception. The second is to think of the enterprise image as an emotional impression. The third is the collection of various factors. Although the descriptions of these definitions and compositions are different, their views on enterprise image are basically the same, and the image of an enterprise is simply the overall impression and feeling of an enterprise in the public mind. The enterprise image of an enterprise is naturally formed by the enterprise itself in the process of operation, but the public is the judge of the good and bad of the corporate image, while the impression of the public on the enterprise is based on the performance of the enterprise itself. Therefore, the public evaluation becomes the key to the image-building of the enterprise, and their expectations and requirements for the enterprise are one of the elements of the composition of enterprise image. If the enterprise can achieve their expectations and meet their requirements, they can form a good enterprise image in the public.

3. Necessity of Developing Low Carbon Economy in Liquor Making Enterprises

Low carbon economy is relative to the high carbon economy, and the so-called low carbon economy is based on the concept of sustainable development, and is based on low energy consumption, low pollution, through technical innovation, institutional innovation, industrial transformation and other means to reduce energy consumption and pollutant emissions, thereby establish a new energy structure and realize the win-win form of social and economic development and Ecological Harmonious development. The term "low carbon economy" first appeared in the 2003 British energy white paper: "*the future of our energy: creating a low carbon economy*". The substantive matter of low carbon economy is the efficient utilization of energy, the development of clean energy and the pursuit of green GDP, and its core is the innovation of energy technology and emission reduction technology, the innovation of industrial structure and system, and the fundamental change of the concept of human survival and development. Low carbon economy has three characteristics: economy, Technical and comprehensiveness. Low carbon economy model has become the mainstream trend of economic and social sustainable development in twenty-first Century, and so far China's economic development is facing greater environmental pressure. The government work report and the 12th Five-Year plan outline clearly pointed out that the task of low-carbon development in China is that the energy consumption per unit of GDP will continue to decrease on the basis of the "20%" task in 11th Five-Year; For unit GDP, the emission of CO₂ should be reduced by 17%.

At present, the barrier of liquor-making enterprise is small, and the situation of "scattered, small and disorderly" has not been fundamentally changed. There are about 18 thousand liquor-making enterprises nationwide, and about 1200 enterprises above designated size, which accounts for only 6.67%. The structure and resource allocation of a large number of small liquor enterprises are not reasonable, which leads to backward production technology, and they still adopts the traditional brewing technology. The traditional method of liquor production has been considered to be high energy consumption, low yield, and serious pollution. According to the relevant data statistics show that the production of a ton of liquor probably need to consume 2 to 3 tons of grain and 1.5 tons of coal, and produce about 10 tons of distiller's grains, and the consumption of high-quality liquor is higher.



According to the annual output of 12 million 260 thousand tons of Chinese liquor in 2013, we can calculate the consumption of coal is about 19 million 620 thousand tons, and if 52 million 960 thousand tons of CO₂ and 690 thousand tons of SO₂ are produced after combustion, 122 million 500 thousand tons of distillers' grains will be produced. However, the utilization efficiency of distiller's grains in China is less than 30%, and the remaining parts are discarded directly, which will bring great harm and pollution to the environment and human health.

Therefore, facing the development trend of global low-carbon economy, liquor enterprises should not only face the problem of how to cultivate and develop their own core competitiveness, but also must consider the problems of environmental protection and energy utilization. Seizing the opportunity of harmonious development of China's economy in the future and promoting the development of low carbon economy are important ways for the sustainable development of liquor-making industry. Liquor-making industry is of great significance to the realization of low-carbon development. Low carbon development of liquor enterprises means low energy consumption, and the production cost will be reduced naturally; if the product is a low-carbon product, it will be more competitive in terms of sales and services; at the same time, low carbon development is also the public's desire to undertake social responsibility for enterprises. The low carbon behavior of many enterprises has proved that if the public expectations and requirements are integrated into the operation and development of the enterprise will make the development of the enterprise meet the public's wishes, benefit the environment and benefit the society, and enterprises will be respected and supported by the public, enabling enterprises to gain a favorable position in the competition, and then have a positive impact on the sustainable development of enterprises.

It can be seen that enterprises can start from the perspective of low-carbon economy in the process of shaping their self-image, and focus on shaping enterprise image with low energy consumption, low pollution and low emission.

4. Specific measures of image building of liquor-making enterprises based on low carbon behavior

4.1. Set up the consciousness of low carbon economy and establish the goal of low carbon development

Liquor enterprises should fully realize that low carbon development is the only way, which is related to the survival of enterprises. Low-carbon economy, as a new economic revolution, will strongly promote the development of social economy. Even if the liquor industry suffered such a serious impact, low carbon development has shown strong vitality. If liquor enterprises cannot set up the consciousness of low carbon economy development as soon as possible, they will cause irreparable losses in the future competition. If liquor enterprises take low-carbon economic development as an important part of their social responsibility, it will be concerned by the public, and get rich returns.

The "12th Five-Year liquor industry development plan" which published in 2011 stressed that low carbon development is not only the innovation and progress of the industry, but also the need to promote the development of the industry. All aspects of wine-making enterprises need to check on strictly, so as to reduce resource consumption and pollution emissions. Liquor making enterprises must reduce the grain consumption ratio of liquor making and improve liquor making rate; distiller's grains and waste water should be comprehensively utilized; bottles must be recycled; thereby establishing a green ecological park to achieve the harmonious development of the three aspects of society, economy and environment.

4.2. Improving the scientific and technological content of liquor making and promoting low carbon production

The task of energy saving and emission reduction of liquor-making enterprises is heavy and very stressful, so it is necessary to improve its own scientific and technological innovation ability; at the same time, through the joint efforts of industrial research cooperation mechanism, it can solve the problems such as high energy consumption, low production and pollution in liquor-making enterprises. For example, China liquor industry "169" plan, high concentration effluent disposal, reclamation and reuse of distiller's grains and other researches and achievements application.



DDGS production technology can be used for the treatment of alcohol wastewater. The production of alcohol will produce a large number of alcohol lees, and the proportion is about 1:15, and that is to say, 1 tons of alcohol can produce 15 tons of alcohol lees. While the alcohol lees contains 92% to 98% of water, and the remaining dry matter contains a large amount of protein, vitamins and amino acids, which can be used as feed. However, the liquid feed is difficult to be stored and transported, so the utilization rate is not high, and many enterprises generally use "drainage sedimentation, slag drainage" in order to save trouble, which not only causes pollution, but also causes waste of resources. The Tianguan Group in Henan uses DDGS production technology to produce alcohol waste liquid into dry feed and put it into market. They produce about 70 thousand tons of feed each year, which generates 90 million yuan for the enterprise. The waste heat produced by feed is also used in alcohol production, which can save 300-500 kg of steam per ton of alcohol production.

Biogas fermentation can be used to treat wastewater. For liquor enterprises, waste water generated in liquor production is mainly yellow water and bottom pot water, which contains rich organic matter and will cause serious pollution of the environment if it is discharged directly, and even if sewage treatment is carried out, the cost will be high. However, after the biogas tank fermentation, the wastewater only needs to be treated with oxygen consumption, so it can meet the discharge standard. Therefore, the waste water produced by liquor production can be used to produce methane, which can be used as fuel after treatment, so as to reduce the coal consumption of enterprises, and this method not only saves energy, reduces liquor production costs, but also improves the economic benefits of enterprises. Wuliangye group daily treatment of high concentration wastewater 12 thousand tons, so that the biogas can replace 100 tons of coal, reduce coal cinder 40 tons, and save fuel costs 32 thousand yuan.

Unprocessed steam explosion curing technology. This technology is developed by the enterprise Tuopai group, which adopts the steam ejection technology, and by adiabatic expansion, the intercellular layer of material is separated instantly, and the grain ripening in 10 seconds. The wine yield is high and the cycle is short, which can effectively reduce the amount of low bran shell, improve the degree of mechanization and automation of traditional brewing technology, and greatly reduce energy consumption and wastewater discharge. If this technology is popularized and applied in all liquor-making enterprises, it is expected to increase the net profit by about 10 billion yuan per year.

Thus, scientific and technological innovation is the key link of low carbon development in liquor making enterprises.

4.3. Using cycle technology to build and perfect industrial chain

Through the technical reform and scientific management, the comprehensive utilization of resources and energy resources should be vigorously carried out. Converting distillers grains into dry feeds for poultry and livestock feed. The slag produced by wine making can make building material—hollow brick. After comprehensive recycling, the final harmless discharge standard can be realized, and the whole ecological link can be energy saving, low carbon and environmental friendly. Liquor-making enterprises can build a perfect industrial chain from raw materials, production, packaging, transportation, tourism and other links. Promote the development of agriculture through industry, and then give back to the society. Through the industrial integration to promote and enhance the rapid development of the equipment processing industry, the printing industry and a series of related industries.

4.4. "Lightening the burden" of liquor and low carbon packaging

At present, the phenomenon of over packaged goods is very serious, and especially the liquor products are more prominent. According to the survey, the top three in the excessive packaging are food, health care products and tobacco and alcohol. Beautiful products are conducive to the sale of products. But if we go to extremes and exaggerate the function of packaging, it will bring huge waste of social resources and environmental pollution. The packaging materials of liquor are mainly made of paper, glass, plastic and so on, and these raw materials are derived from wood and oil resources and so on, which are in short supply in the country. If the excessive packaging is not recycled, it will turn into household garbage in the hands of



consumers, and finally causing a huge waste of social resources. Meanwhile, a large number of liquor external packaging waste also aggravated the environmental pollution. According to the survey, the annual emissions of packaging waste in China has accounted for 1/3 of urban solid waste on weight, and much more than 1/2 in volume, and emissions increased by 10% per year at an alarming rate. Excessive packaging will also harm the interests of consumers, and make them pay an extra large amount of packaging fees. In the short term, the profits of liquor-making enterprises will increase, but in the long term, this is not conducive to the sustainable development of liquor enterprises.

Based on this serious situation, the state issued standards for “*restricting excessive packaging of commodities - Food and cosmetics*”. The relevant provisions are made on the number of layers of packing, the voidage of packing, and the cost of packing. In this situation, the packaging of liquor products is facing severe challenges. The liquor enterprises must constantly innovate the concept of packaging design, and abandon the excessive packaging of the original, and then convert it into a simple, green packaging in order to reduce the cost, so that the liquor products in the packaging is really on the road to development of low carbon economy.

5. Concluding remarks

At present, China will continue to change the mode of economic development and adjust the structure of economy. Energy saving, low carbon and environmental protection are the main means of structural adjustment and economic development. In order to establish a good enterprise image under the new economic conditions, the liquor making enterprises must speed up the transformation of the development mode. Liquor-making enterprises should take structural adjustment as the main direction, and then develop steadily and healthy. Liquor-making enterprises should continuously strengthen the construction of independent innovation ability and the application of high-tech, and ensure the safety of consumption. Actively advocate healthy, rational and new-style wine culture. They also should develop their recycling economy with hair, advocate clean production and low carbon development, promote energy conservation and emission reduction, and build a new image of low carbon and green liquor enterprises.

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