

The Influencing Factors of Alcohol State-Owned Enterprise Reform on Consumer Satisfaction in Sichuan

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Abstract: Since the reform and opening up, the principal contradiction in our society has been transformed into the contradiction between the people's growing material and cultural needs and backward social production and the contradiction between the people's increasing demands for a better life and unbalanced and inadequate development. China's economy is currently in a critical period of transforming the economic development mode, optimizing the economic structure, and changing the growth momentum. This article analyzes the impact of the reform of state-owned enterprises on consumers' perceived value and the impact on Sichuan liquor by examining the reform of liquor operations. The favorable and unfavorable effects of state-owned enterprises, so as to clarify the development of Sichuan liquor state-owned enterprises, and put forward suggestions for further reform and development of Sichuan liquor state-owned enterprises.

Keywords: Alcohol Stated-Owned Enterprises; Enterprise Reform; Consumer Satisfaction

1. Introduction

Since the reform and opening up, the state-owned enterprises have carried out a series of reforms and have continued to grow and become market players that meet the requirements of the socialist market economic system. The "Six Golden Flowers" represented by the famous Chinese liquor Wuliangye, Luzhou Laojiao, Langjiu, Jiannanchun, Quanxing, and Tuopai in Sichuan account for half of the Chinese liquor. While consumer demand is declining, the annual output of liquor companies is still rising, and the contradiction between supply and demand has become increasingly prominent. Whether it can adjust the company in time and find opportunities to advance against the trend in the industry is a big problem facing liquor companies. In this context, liquor enterprises in Sichuan adapt to the adjustment of the economic structure, further deepening the reform of state-owned enterprises.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Most studies mainly focus on the changes in the system and mechanism of the government and state-owned enterprises during the reform and the impact on enterprises, how to improve the production and operation efficiency of state-owned enterprises, and how to adapt to the internal and external social economy—changes in the environment to carry out supporting reforms. There is little analysis of the coordination and internal logical relationship between the reform of state-owned enterprises and the country's political, economic, and social development goals (Guo: et al. 2021)^[1].

2.2 Practical meaning and value

The ultimate goal of state-owned enterprise reform is to continuously liberate and develop productive social forces, constantly meet the people's growing material and cultural needs, and finally realize the requirements of shared prosperity. To serve the direction of the people, there must be policy guidance from the government. This article not only helps to clarify the misunderstanding of the

reform of state-owned enterprises in the field of economic theory, deepens the reform of state-owned enterprises, but also helps to explain and deal with some problems that have emerged in the current reform process—a series of questions to provide theoretical support and empirical evidence for the further reform of state-owned enterprises.

3. Understanding the Influencing Factors of Alcohol State-Owned Enterprise

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3.1 Modern property rights theory

The prerequisite for the normal operation of market transactions is the precise determination of property rights and rights rules. The core of modern property rights theory is to study how to reduce transaction costs in market operations and further improve market resource allocation efficiency by defining and arranging property rights. Due to unclear property rights, state-owned enterprises lack autonomy in production and process, operators are not motivated and creative and are slow to respond to changes in the market operating environment. Many state-owned enterprises still need to bear policy burdens, and the resource allocation efficiency of enterprises is low, which seriously restricts state-owned enterprises (Xing 2022)^[1].

3.2 Principal-agent theory

Xiong (2020)^[2] put forward the principal-agent theory, pointing out that the separation of management rights and ownership of enterprises has led to agency problems between shareholders and managers. The shareholder of the enterprise enjoys the residual privilege of the enterprise with the direct owner of the enterprise but does not directly participate in the daily operation of the enterprise. At the same time, the agent is responsible for the company's day-to-day operation and only enjoys a fixed salary. Assume that both the agent and the owner of the enterprise are "rational economic persons" in economics, and both take maximization of their interests as the goal.

3.3 Synergy theory

Wang (2018)^[3] systematically explained the synergy theory in 1976. The theory of synergistic effect generally means that after the enterprise participates in the merger, the market competitiveness is improved, and the overall net cash flow of the enterprise after the merger is increased. The synergistic effect includes many aspects. Among them, the operating synergy is expressed in the form of the scale economy effect of the enterprise, the vertical integration effect, and the complementary production resources of the enterprise.

4. The Conceptual Framework for the Research Study

4.1 Theoretical Analysis of the Reform of State-owned Enterprises

The direction of state-owned enterprise reform is market-oriented reform. The method is to establish the dominant position of the enterprise, separate ownership and management rights, and operate independently. For operating state-owned enterprises, it is allowed to transfer part of the ownership.

4.2 Market-oriented reform is the fundamental way for state-owned enterprises to liberate and develop productive forces

Farrell (1987)^[4] reviewed Coase's property rights and principal-agent theories. Only the market-oriented reform of state-owned enterprises can effectively solve the problem of internal controllers and enhance the vitality and competitiveness of enterprises. The planned economy is the least efficient economic model, and making accurate plans for everyone's needs is impossible. Judging from the achievements of China's forty-year state-owned enterprise reform, the market-oriented reform has achieved great success.

4.3 Role of government

State-owned enterprises are an essential foundation for the national economy, the party's governance, and strong support for the country's real economy. State-owned enterprises and state-owned capital are essential to guarantee the common interests of the people. They are vital for enhancing the country's comprehensive strength and international competitiveness. The performance of state-owned

enterprises needs to start point for the government to promote the market-oriented reform of state-owned enterprises, the business vitality, and innovation ability.

5. The Influencing Factors of Alcohol State-Owned Enterprise Reform on Consumer Satisfaction in Sichuan

5.1 Outstanding entrepreneurs

Entrepreneurs are the executors and promoters of the reform of state-owned enterprises. Entrepreneurship is the spiritual force for state-owned enterprises to burst out with huge potential, long-term development, and continuous growth. Cultivating entrepreneurs and excellent entrepreneurship is an essential guarantee for realizing the goals of state-owned enterprise reform.

5.2 Social responsibility

Entrepreneurs in socialist countries should actively support social welfare undertakings and repay society. The leader of China pointed out at the entrepreneur symposium that only entrepreneurs who sincerely repay the community and fulfill their social responsibilities can genuinely benefit society.

5.3 Expanding international horizons

Over the past 40 years of reform and opening up, China has become the world's largest trading nation and a vital driving force behind the wave of globalization. At the same time, Chinese entrepreneurs are also growing in the international market by acquiring Volvo, announcing the establishment of a joint venture with Daimler AG, etc., and making Chinese private cars go global.

6. Conclusion

Due to the cold winter of the industry and the bottleneck of its internal development, the private strategic investor was actively introduced. Business operators used their brand advantages and flexible management strategies to improve the alcoholic sector through industry income and profits. However, regardless of its business strategy, brand strategy, price, and marketing strategy, short-term and arbitrage behaviors eventually cause great operating risks to the Chinese alcoholic industry. It proves that the continuous development of the enterprise requires learning by outstanding entrepreneurs; the purpose of the reform is to liberate and develop productive forces and continuously meet the material and cultural needs of the region.

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