

Changes in consumer trends in alcohol beverage consumption and marketing strategies of alcohol businesses in Korea during the COVID-19 pandemic = Perubahan tren konsumen dalam konsumsi minuman beralkohol dan strategi pemasaran bisnis alkohol di Korea selama pandemi COVID-19

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Abstrak

Merebaknya virus corona telah mengubah kehidupan banyak orang, dan beberapa industri telah mengalami perubahan besar dan kecil. Diantaranya, industri minuman keras di Korea Selatan adalah salah satu industri yang telah mengalami perubahan terbesar. Dengan tren budaya “minum di rumah”, penjualan melalui saluran penjualan alkohol rumah tangga, seperti supermarket dan toko serba ada, telah meningkat. Oleh karena itu, merek minuman keras harus tanggap dalam mendeteksi perubahan ini dan melakukan kegiatan pemasaran yang sesuai. HiteJinro telah mengatasi pandemi dengan memanfaatkan kemampuan dinamisnya, dan memprioritaskan pemasaran karakternya yang merupakan keunggulan kompetitifnya dalam persaingan tinggi di pasar minuman keras di Korea Selatan. Strategi ini dapat meningkatkan citra merek, loyalitas merek dan pangsa pasar.

.....The outbreak of the coronavirus has changed many people's lives, and several industries have undergone big and small changes. Among them, the liquor industry in particular is one of the areas that has undergone the biggest changes. With the trend of “drinking at home” culture, the sales via household alcohol sales channels, such as supermarkets and convenience stores, are increasing. Therefore, liquor brands have quickly detected these changes and been conducting marketing activities accordingly. HiteJinro encountered the pandemic by utilizing its dynamic capabilities, prioritizing its character marketing which is its competitive advantage in the highly competitive liquor market in South Korea. The strategies would result in higher brand image, brand loyalty and market share.