Vol.1 No.12 2020
https://doi.org/10.37420/j.cer.2020.123

Research on the Construction and Communication of Regional Public Brand of Agricultural Products

Shaoqing Zhang, Sihong Zhang*
Tan Siu Lin Business School, Quanzhou Normal University, Quanzhou, China
*Corresponding author, e-mail: 413503649@qq.com

Abstract: *The regional public brand of agricultural products is a kind of identification signal that conveys the quality information of agricultural products, which has "Signal Effect" and "Recognition Effect". Building a regional public brand of agricultural products can effectively promote agricultural efficiency, farmers' income and rural prosperity. This article combines the research status, and analyzes the necessity of regional public brand construction and communication of agricultural products from the three perspectives of brand agriculture construction, consumer trust and agricultural product brand marketing. And in the context of the new era, the article puts forward specific strategies for the construction and dissemination of four regional public brands of agricultural products, which will help deepen the implementation of agricultural supply-side structural reforms and rural revitalization strategies.*

Keywords: *Regional public brand; Agricultural products; Construction; Communication*

Introduction

Regional public brands of agricultural products represent the quality and value of specific agricultural products, and affect consumers' purchasing decisions and farmers' sales income. The emergence of regional public brands of agricultural products has injected new vitality into the industrialization of agriculture and has played an important role in promoting the development of national agricultural production and economy. In June 2018, the Ministry of Agriculture and Rural Affairs of China mentioned in the "Opinions on Accelerating the Promotion of Brand-Strengthening Agriculture" that we will create 300 national agricultural regional public brands, 500 national agricultural enterprise brands and 1,000 agricultural products brands. It can be seen that the establishment of regional public brands for agricultural products has attracted great attention. Research on the construction and dissemination of regional public brands of agricultural products has important theoretical and practical significance.

The Connotation of Regional Public Brands of Agricultural Products

Regional Public Brand

Public Brand is a brand whose right of use is public because the ownership of brand property is not clear. Regional Public Brand is a kind of industrial product with considerable scale, strong production capacity,

high market share and influence which is formed within a certain administrative geographical area. It contains two elements: (1) Regionality, generally limited to the scope of a region or a city, with strong regional characteristics; (2) Brand Effect, which often represents the main body and image of a local industrial product, play a decisive role in the economic development of this area. Hankinson (2004) argues that when a region creates appropriate brand associations in the minds of its target consumers, regional public brands emerge, creating opportunities for consumers to consume products from that region. Regional public brand building can enhance the overall image of the cluster, can obtain sustainable brand effect, and can make enterprises in the region obtain synergy effect.

Regional Public Brands of Agricultural Products

As an important type of agricultural product brand, regional public brand of agricultural products is shared by institutions, enterprises and farmers in a specific region. It has common demands and actions in the production area, variety quality management, brand licensing, brand marketing and communication, so as to jointly provide the evaluation of consumers inside and outside the region, and realize the common development of regional products and image. The regional public brand of agricultural products has three main characteristics. First, it generally be established on the basis of unique natural resources or industrial resources in the region. Second, brand equity does not belong to individual companies, groups or individuals, but is jointly owned by the three in the region. Third, it has regional demonstrative significance and value. The regional public brand of a specific agricultural product is a regional representative and has an identification function. Such as Anxi Tieguanyin Tea, Wuyishan Robe Tea, Yongchun Bergamot Tea, etc., are typical "Area name + Product name", often referred to as a regional “Gold Card”, it plays an active role in its regional image, reputation and tourism.

Analysis on the Research Status of Regional Public Brand of Agricultural Products

The existing research and exploration on the regional public brand of agricultural products can be roughly divided into three types of results: The first type, combined with the regional characteristics, carries on the brand theory research. Gao Hanji and Lin Xi (2018) take Ruian agricultural products as an example to study the design strategy of public brand image of agricultural products integrating regional culture; Xiong Xirui and Wang Xuefei (2018) Xiong Xirui and Wang Xuefei (2018) inspected the development of the "Ziyun Kiwifruit" and analyzed the characteristics and main influencing factors of the brand at different growth stages; Hou Yan (2016) studied the brand building strategy of agricultural products e-commerce based on the concept of "consumer center".

The second type is about the government and entrepreneurs' experiences in creating regional public brands of agricultural products. For example, Yu Tongjun and Cao Hebing (2018) studied the creation of regional public brands and agricultural pastoral complexes to promote the integrated development of agricultural parks; Zhang Jia (2017) took Chongqing Rongchang as an example to study the creation of a regional public brand of agricultural products "Fragrant Begonia"; Luo Xuqin et al. (2016) analyzed the status quo of agricultural product brand construction in Lin'an and put forward countermeasures; Ye Peiqun (2012) based on Zhejiang

Vol.1 No.12 2020
https://doi.org/10.37420/j.cer.2020.123

Green Tea “Mother-and-Child trademark”, investigated the “Four-in-One”linkage management mode of constructing regional public brand of agricultural products.

The third category, agricultural products regional brand communication research. Yu Shiquan (2011) proposed that the registration and maintenance of regional brand of agricultural products should be emphasized in the communication of regional brand of agricultural products. Yang Xiaozhu (2012) believes that the communication value of agricultural products brand is the brand value reflected in the news dissemination. Through the construction of value evaluation model of brand communication of agricultural products, the effect of brand communication of agricultural products can be quantitatively reflected. Nie Youbing (2013) studied three modes of public brand communication of regional agricultural products by taking Sunkist, Buddha Longjing Tea and Lipu Taro as examples. Liang Le (2014) proposed the communication innovation strategy of agricultural products brand in the era of digital media.

These studies discuss the overall planning, modeling, communication and brand management of regional public brand image of agricultural products from different angles, for agricultural products regional public brand building and strategic management has played a great role in guidance. However, most of the authors do not systematically explore the necessity and strategy of building and spreading regional public brand of agricultural products on the basis of regional characteristics.

Necessity of Construction and Communication of Regional Public Brand of Agricultural Products

Brand Agricultural Construction

Brand agriculture has risen to the national strategic level. The Central Document No. 1 in 2015 pointed out that it is necessary to vigorously develop famous, special and high-quality new agricultural products and cultivate well-known brands. The 2016 Central Document No. 1 made important arrangements for “creating high-quality agricultural products and food brands, cultivating leading enterprises in the deep processing of agricultural products and well-known brands at home and abroad”. In 2018, the No. 1 Central Document clearly stated that the quality of agricultural development should be improved. The development of regional brand agricultural products is an urgent need and an important starting point for improving the level of agricultural quality, as well as an urgent task for achieving sustainable agricultural development and rural revitalization. Through the establishment of regional public branding of agricultural products, we will develop agriculture, enrich farmers, and make agricultural operations profitable.

The Foundation of Consumer Quality Trust

Social consumption has entered the “Brand Era”. With the increase of economic income and living standard, consumers demand more and more for the quality, safety, nutrition and organic of agricultural products. The regional public brand of agricultural products recognized by the market is the guarantee of commodity quality. Brand agriculture is the development trend in the future. In recent years, under the impetus of “Internet + agriculture”, traditional agriculture is transforming to modern agriculture. The characteristics

of the internet, such as fast, convenient, data precipitation and traceability, are used in various links of the agricultural ecological chain, such as agricultural production, marketing and circulation of agricultural products, etc. , at the same time, it brings new opportunities and impetus for the integration and shaping of regional public brand of agricultural products.

The Key to Solve the Problem of Brand Marketing of Agricultural Products

(1) Homogenization of Agricultural Products

Unsalable agricultural products have become a prominent problem, the main reason for which is the asymmetry of market information. Farmers tend to plant large quantities of agricultural products on the market when they see that they sell well. Because of the blindness from the beginning, this process is destined to hide the risk of "surplus". With the in-depth promotion of rural e-commerce, a large number of agricultural products are sold through the Internet, and the homogeneity competition will become more intense. How to achieve differentiated marketing effects in homogeneous competition, the regional brand of agricultural products is a magic weapon for the ultimate victory.

(2) Lack of Standards for Agricultural Products

The lack of standards is a "lion in the way" in the process of agricultural products. There are many kinds of agricultural products with obvious differences, so it is impossible to form a unified national standard for the quality of agricultural products. For example, two boxes of oranges cannot be exactly the same in size, weight, color, and sweetness. At the same time, it is difficult for agricultural products to be standardized and certified, which leads to a series of problems in pricing, transportation, quality assurance and after-sales of agricultural products. The construction and dissemination of regional brand of agricultural products can promote the standardization of regional agricultural products and ensure product quality.

(3) Imperfect Supply Chain of Agricultural Products

In the process of the upward movement of agricultural products, there are many problems, such as high production costs, narrow market circulation, weak technology, lack of channels, scattered distribution, high logistics costs, and imperfect supply chains. Agricultural products are not getting good prices. The construction and dissemination of regional brand of agricultural products can enhance the bargaining and game ability of farmers in the whole supply chain circulation channels.

(4) Low Degree of Branding of Agricultural Products

In recent years, there have been frequent food safety accidents, such as poisoned eggs, melamine and watered-down pork. Consumers pay more and more attention to the safety and health of food, and the awareness of product branding is constantly strengthened. However, at present, the degree of brand of many agricultural products is low, and many regional characteristic agricultural products are in the undeveloped state. Therefore, through the construction and dissemination of agricultural products regional brands, is conducive to the upward of agricultural products.

Vol.1 No.12 2020
https://doi.org/10.37420/j.cer.2020.123

Regional Public Brand Construction and Communication Strategies for Agricultural Products

Create Regional Public Brands of Agricultural Products According to Local Conditions

The core of regional public brand is to establish regional brand identification, which is to link the brand with the place of origin. Use geographical origin to represent specific quality and reputation, so as to win the trust of consumers as the identity certificate of origin and quality guarantee. Moreover, the quality of agricultural products is concealment, so it is difficult for consumers to fully understand its real quality information, so some "signal display" mechanism must be used. The establishment of agricultural products brand trademark is a signal to convey the quality information of agricultural products.

As a special identification of brand trademark, regional public brand of agricultural products appears in the form of "regional name + category name". This kind of agricultural products with the name of the origin, the use of "brand identity" to convey the information of agricultural products, and then more convenient to spread the flavor, taste and other quality characteristics of agricultural products. So, we must adjust measures to local conditions to create regional public agricultural products brand, gathering area in small high quality agricultural producers, at lower cost to market product quality signal, using "Signal Effect" and "Recognition Effect", to show consumers produce quality characteristics, realize the origin of the brand management of agricultural products.

In-depth Exploration and Development of Cultural Creative Packaging

Packaging is the first step for consumers' visual experience. However, this does not only about packaging produce in a uniform way, but also requires in-depth exploration to develop cultural and creative packaging that integrates visual packaging and psychological packaging to realize consumers' dual recognition on the visual and psychological levels. On the one hand, the cultural and creative packaging design of agricultural products must follow the trend of the times, fully adopt digital printing technology, update design concepts, release the maximum market energy of "creative + technology", and achieve the effect of 1+1>2. On the other hand, in addition to considering the functions of inherent situations such as product transportation, it is also necessary to take into account the full use of the sustainable use potential of packaging, extend the reuse cycle, and create multiple use scenarios, which will help to extend the the image display and life cycle of cultural and creative products. The packaging of agricultural products must match the characteristics of the product itself, so as to complement each other, build brand value, and establish a good image of regional agricultural products.

Formulate Standards and Control the Quality of Agricultural Products

The quality and characteristics of agricultural products are the core elements of successfully building regional public brands. Standardization of agricultural products is an important prerequisite to ensure the safety and health of agricultural products, as well as a support and supplement for brand building, which is

complementary to branding. Non-standardization has always been a pain point for fresh products. Not only are the quality of the same batch of products different, but the customer experience of the product also varies from person to person. Therefore, the standardization of agricultural products will play an important role in improving customer experience and maintaining brand image. If agricultural products want to come out of the mountains and continue to be favored by customers, standardization is a key link worthy of attention.

The standardization of agricultural products poses a challenge to product quality control. The construction of quality control and traceability systems has become very important. We can use the traceability system to uniquely identify each agricultural product by using OID (Object Identifier). OID is a unique identification system jointly launched by ISO (International Organization for Standardization), IEDC (International Economic Development Council) and ITO (International Trade Organization) internationally. By querying the OID of agricultural products on the Internet, you can quickly find the corresponding commodity types and production and circulation information.

Encourage and Support, and Actively Publicize Regional Public Brands of Agricultural Products

In the creation of regional public brands of agricultural products, due to geographical limitations, farmers have not strong brand awareness of agricultural products, lack of effective publicity, and the brand image is not prominent enough to be known to the outside world. Therefore, the government, enterprises and farmers should jointly expand promotion channels, carry out special product promotion, and use professional media agencies to plan and promote the regional public brands of agricultural products. Through modern information network tools such as big data, cloud computing and various information platforms, create an agricultural product e-commerce trading platform, and increase the promotion of regional public brands of agricultural products. Use public benefit activities, exhibitions and agricultural festivals to build brand public relations. Strengthen the root content of the origin of agricultural products, and improve the brand value and market awareness of agricultural products in the region. In addition, in the promotion of regional public brands of agricultural products, we must tell our own stories well, with stories, attitudes, culture, and feelings. Through emotional and cultural connotations, it will reach the hearts of the people, and take the road of the rise of the brand of "I have better ones when others have them", and enhance the vitality of regional public brands of agricultural products.

Conclusion

Enterprise brand is an exclusive enterprise, regional public brand is a specific region for producers to share. From the perspective of the development of the entire agricultural industry, regional public brands of agricultural products have universal use value, surpassing individual corporate brands. With the increasing competition of modern agriculture between regions, the regional public brand has become a representative of the safety and quality of agricultural products. It is the name and logo of agricultural products with high visibility and influence, and has the effect of improving the quality of agricultural development. In the context of deepening agricultural supply-side structural reforms and rural revitalization strategies, relying on regional resources and traditional famous agriculture, strengthening the construction and dissemination of regional

public brands of agricultural products has become an important way to improve the quality of agricultural development, boost agricultural efficiency, increase farmers' income and promote rural prosperity.

Funding

This paper was supported by the following two projects:

[1] The Research on the Application and Development of Sharing Economy Business Model in China [No. 2019MSK01].

[2] The Research on the Development of Sharing Economy Business Models in the Era of Industrial Internet [No. JAS19252].

References

Wei, X. B., & Zhang, Z. Y. (2007). Research on game model in the process of regional brand formation and management. *Statistics & Decision*, (22), 136-138.

Hankinson, G. (2004). Relational Network Brands: Towards a conceptual model of place brands. *Journal of Vacation Marketing*, (2), 109-121.

Gao, H. J., & Lin, X. (2018). Research on the design strategy of public brand image of agricultural products integrating regional culture—Taking Ruian agricultural products as an example. *Architecture & Culture*, (2), 186-187.

Xiong, X. R., & Wang, X. F. (2017). Study on the growth path and influencing factors of regional public brand of agricultural products—Taking Ziyun kiwifruit as an example. The 19th China Association for Science and Technology Annual Conference-Ecological Civilization Construction and Green Development Seminar, 176-180.

Hou, Y. (2016). Research on the brand building strategy of agricultural products e-commerce under the concept of "consumer center". *Journal of Commercial Economics*, (5), 48-50.

Yu, T. J., & Cao, H. B. (2018). Building regional public brand and agricultural garden complex to promote the integrated development of Agricultural Parks. *Primary Agricultural Technology Extension*, (10), 66-67.

Zhang, J. (2017). Chongqing Rongchang: building a regional public brand of agricultural products "xianghaitang". *Chinese Brand*, (10), 76-77.

Luo, X. Q., Yu, J., Xu, J., Hu, Y. L., & Cai, L. Y. (2016). Analysis and Countermeasures of brand building of agricultural products in Lin'an City. *China Agricultural Technology Extension*, (4), 11-12.

Ye, P. Q., Xu, H., & Pan, X. F. (2012). Research on the "four in one" linkage management mode of regional public brand construction of agricultural products—Based on the investigation of Zhejiang green tea "mother child trademark". *Modern Economic Information*, (23), 331-332.

Yu, S. Q. (2011). Registration and maintenance of regional public brand of agricultural products in Chun'an County. *Zhonghua Trademark*, (10), 25-26.

Yang, X. Z. (2012). On the model construction of communication value evaluation of agricultural product brand. *Academic Research*, (3), 3-4.

Nie, Y. B. (2013). Three modes of public brand communication of regional agricultural products: a case study of xinqishi, dafolongjing and lipuyu. *Journal of Hubei University of Economics (HUMANITIES*

AND SOCIAL SCIENCES), (3), 70-71.

Liang, L. (2014). Research on brand communication innovation of agricultural products in digital media era. *Journal of Huaihai Institute of Technology*, (9), 12-14.