Discussion on the Regional Brand Development of Agricultural Products

Yu Wang¹, *  
¹College of Management, Sichuan Agricultural University, Chengdu, China  
*Corresponding author e-mail: yu_wang@sicau.edu.cn

Abstract. The traditional model of small-scale agriculture has been unable to promote agricultural development rapidly; agriculture needs to develop rapidly through modern agricultural development models such as agricultural industrialization and industrial clusters. The integration of agricultural products and regional brands can accelerate the development of supply and demand reform on the one hand, and promote rural revitalization and agricultural industrialization on the other hand. As the development of agricultural products is an external manifestation of agricultural development, developing regional brand of agricultural products has become the top priority. This paper analyzes the theoretical basis and influence mechanism of regional brand development of agricultural products by arranging the literature of predecessors, and puts forward suggestions on the development of regional brand of agricultural products.

Keywords: Agricultural development, Regional brand of agricultural products, Influence mechanism

1. Introduction
In recent years, various policies of the country have indicated that we should vigorously develop regional brands of agricultural products. On the one hand, the integration of agricultural products and regional brands can accelerate the development of supply measurement reform, and on the other hand, it can also promote rural revitalization and agricultural industrialization. The traditional model of small-scale agriculture has been unable to promote agricultural development rapidly; agriculture needs to develop rapidly through modern agricultural development models such as agricultural industrialization and industrial clusters. As the development of agricultural products is an external manifestation of agricultural development, developing regional brand of agricultural products has become the top priority.

Regional brands are fundamentally different from corporate brands [1]. Regional brands are powerful actions to maintain competitive advantage, rather than individual actions to develop individual brands [2]. When a region has a brand that belongs to the entire region, the brand's competitiveness will be greatly improved. Studies have shown that brand-based branding has a positive impact on companies and the development of the region [3]. For agricultural product regional brands, the improvement of their brand competitiveness can not only help enterprises improve their own benefits, but also support the development of agriculture and rural areas [4]. From the consumer's
point of view, a regional brand has a higher evaluation in the minds of consumers than a non-regional brand [5].

The current agricultural product regional brands still have problems such as uneven distribution, small scale and low brand value [6]. This paper analyzes the theoretical basis and influence mechanism of regional brand development of agricultural products, and puts forward suggestions on the regional brand development of agricultural products.

2. The Theoretical Basis of Regional Brand Development of Agricultural Products

2.1 Country of Origin Effect
Eugene D.Jaffe and Israel D.Nebenzahl think that consumers will have a certain understanding of products from a certain region or area, which is called “Country Image”. Crefers to the evaluation of consumers on the products they bought will be affected by the Country Image of the products, country of origin effect and other factors, such as product factors, consumer factors and consumer factors, etc.. Customers will make different decisions because of their different understanding of the Country Image when they purchase, which is Country Image.

2.2 Industrial Cluster Theory
According to the industrial cluster theory: there is a cluster of interconnected companies, suppliers, associated industries and specialized systems and associations in a particular area of particular region that forms effective market competition through this regional agglomeration, and builds a place of specialized production factor optimization and agglomeration, enabling enterprises to share regional public facilities, market environment and external economy, reducing the cost of information exchange and logistics and forming regional agglomeration effect, scale effect, external effect and regional competitiveness.

2.3 Agricultural Industry Chain Theory
Agricultural industry chain can be formed after the further development of agricultural productivity and agricultural division. The agricultural industry chain is actually an industrial group, which includes the relevant departments in the agricultural production preparation period, relevant departments in the agricultural production period and relevant departments in the later period of agricultural production. There is also a saying that the agricultural industry chain is an organic whole, it combines production materials, production, processing, transportation, sales and other links. A relatively complete agricultural production chain consists of upstream and downstream industries, the upstream industries provide products or services for downstream industries, while downstream industries feeds back relevant information for the upstream industries.

3. Influence Mechanism of Regional Brand Development of Agricultural Products

3.1 Regional factors
Agricultural development must establish brand awareness, rely on local resources, and highlight local characteristics to develop relevant brands [7]. In the competition, regional brand of agricultural products can be recognized by consumers through showing the different geographical position of agricultural products with the regional elements. Regional factors include natural environment and human environment. The natural environment of the origin of agricultural products can provide a good condition for the growth of agricultural products, under the influence of the unique human culture of the origin, and good sustainable development model in production place, which can produce agricultural products with regional characteristics. For a regional brand of agricultural products, agricultural products are the brand performance of the brand, therefore, the advantage of regional environment will affect agricultural products, and then affect the regional brand development of agricultural products.
3.2 Cluster factors
It is very important to study the brand building area from the perspective of industrial clusters [8]. The promotion of regional brand of agricultural products is mainly influenced by the cluster scale and maturity of agricultural product industry. The industrial scale of agricultural products, production and management systems, and the safety and quality of agricultural products will affect the development of regional brands of agricultural products to a certain extent.

3.3 Brand management factors
Most brand managers use certain types of marketing inputs to build and manage their own brands [9]. Through good publicity and promotion, regional brand managers of agricultural products let regional brand of agricultural products have a high visibility, necessary use permission for regional brand of agricultural products, avoid fake brands, and guide the brand users of agricultural products to correctly use and maintain the brand of agricultural products, thereby affecting the regional brand development of agricultural products.

3.4 Policy factors
Local governments should be aware that their decision-making process will become part of shaping regional brands [10]. As a kind of regional public brand, regional brand of agricultural products will have different development results due to different policies and plans made by the government, and the government can also promote regional public brands, when the government organizes public activities, the region and its brands will be affected to some extent, so the regional brand development of agricultural products.

4. Suggestions on Regional Brand Development of Agricultural Products

4.1 Protect the unique local environment and develop local brand culture
As the production process of agricultural products is different from other products, agricultural products need to be rooted in specific areas suitable for their own growth, soil, climate, air, water and other factors are indispensable, therefore the local natural environment should be protected well in the process of regional brand development of agricultural products. No matter the business entity of brand is enterprise or individual or collectively operating farmers, use green resources (nutrients and raw materials) in the process of producing agricultural products, and won’t cause damages to the local environment, at the same time, it is necessary to reduce the waste of resources.

A brand has its own emotional value, the study result shows that, for brand of agricultural products, the advantages of the human environment can affect the reputation of regional brands of agricultural products by influencing the regional environment positively. Therefore, the advantage of human environment can be called as the emotional value of regional brand of agricultural products. Brand managers can enrich the cultural environment and improve the advantages of the regional environment by holding various activities.

4.2 Vigorously promote industrial clusters
Leading enterprises should lead, cooperate with small and medium-sized enterprises and brand related service enterprises to develop industrial clusters. Invest capital, increase more production lines to increase their own industry scale and encourage the joining of self-employed business; set up technical laboratories for the production of agricultural products, which can also reduce the production cost of agricultural products while improving the production efficiency of agricultural products by improving production technology.

The industrial zone of a brand’s agricultural products should not only have agricultural production related enterprises, which also shall cover a series of complete production and operation chains such as production, processing, sales and service. The services contain pre-sale service, that is information consultation about the brand agricultural products; Sale service, that is the logistics and transportation
services of brand agricultural products generated by remote orders; After sale service, that is, the service for related issues such as complaints after the sale of the brand’s agricultural products. Only by doing every step well can we really improve the production and operation chain of agricultural products?

4.3 Improve the quality supervision system and strengthen brand promotion

Standardized the production of brand agricultural products, post related information about the brand’s franchisees on the official website of this brand to make the followers to know the relevant information in time, monitor the authorized use of regional brands of agricultural products strictly to avoid the appearance of fraudulent phenomenon.

First of all, managers should design the logo of regional brand of agricultural products and can actively use various media tools (including new media, that is Internet and mobile Internet) for advertising, design some catchy slogans (for example “The world is full of love, Jujube is loved by the world”; Hold various agricultural festival activities and increase sales channels(such as Renshou loquat establishes cooperative relationship with JD.COM).

4.4 Strengthen government support

As a macro regulator, the local government can formulate corresponding policies to promote the regional brand development of agricultural products according to the national policies, make greater development on the regional brand production area of agricultural products and make the corresponding development plan. At the same time, government should organize as many related activities about regional brand as possible to create a good regional image.

There are many kinds of regional brands of agricultural products in different regions; however, customers can not judge the authenticity of regional brand of agricultural products. Select local brand agricultural products with the guidance of the government and the participation of agricultural enterprises or growers, firstly, an industry should be developed, and then drive the popularity of the region through the brand awareness of the agricultural products.

Strengthen the management of regional brand of agricultural products, vigorously promote the identification of regional brand of agricultural products, strictly enforce the standards for brand use, establish and improve the entry and exit mechanisms for brand use, resolutely maintain brand reputation. Strengthen the protection of rights, intensify joint law enforcement, regularly carry out special rectification activities to crack down on counterfeiting and shoddy behaviors, and effectively protect the image of regional brand of agricultural products.

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