

Research on Regional Public Brand Construction of Agricultural Products in Fushun City

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Abstract:

Rural Revitalization Strategy gives birth to the road of brand development of agricultural products, and the unique regional common advantages of agricultural products make them have the nature of natural quasi public products. How to build a regional public brand of agricultural products is the key to solve the road of agricultural and rural modernization. As a resource exhausted city, Fushun is in urgent need of transformation to find a new way. Building geographical indication agricultural products into an influential public brand of regional agricultural products and giving full play to its role in driving the overall development of regional economy is a feasible way for Fushun's economic transformation and Rural Revitalization. At present, the demand of Chinese consumers has changed greatly, from meeting the basic needs to pursuing high-quality and cultural brand agricultural products. By the end of 2020, there are 11 geographical indication agricultural products in Fushun, covering edible fungi, aquatic products, medicinal materials and fruits. However, these geographical indication products do not play a real market value. It takes multiple efforts to build geographical indication products in the legal sense into regional public goods brands in the market sense. Combined with the changes of current consumer demand, starting with the elements of consumer and brand power, combined with AK brand model, this paper constructs the construction of regional agricultural public goods brand in Fushun from five dimensions: brand awareness, brand loyalty, perceived brand, brand association and other brand proprietary assets. At present, the following problems exist in the brand building of agricultural products in Fushun City: first, paying more attention to application than brand promotion; Second, lack of regional public brand construction subject; Third, the quality control is not in place, which leads to the lag of regional public brand construction of agricultural products, the lack of consumer awareness of Fushun geographical indication agricultural products, let alone brand loyalty. Starting from AK brand model, this paper puts forward some suggestions on the construction of regional public brand of agricultural products in Fushun: first, design the regional public brand name with good brand association; Second, increase perceived quality and cultivate customer loyalty; Third, establish a brand operation center, formulate marketing strategies and enhance brand awareness; Fourth, decorate the brand with culture and enhance the brand influence; Fifth, promote the construction of regional public brands of agricultural products in Fushun, help the revitalization of rural areas in Fushun and promote regional economic development in five aspects: three products and one standard certification.

Keywords: Agriculture Products, Regional Public Brands, Brand Building.

I. INTRODUCTION

The road of agricultural modernization is an important way to realize rural revitalization. In February 2021, No. 1 central document pointed out that: to promote rural revitalization in an all-round way as a major task to realize the great rejuvenation of the Chinese nation, and to promote the modernization of agriculture and rural areas by [1], the whole Party and the whole society. The implementation of regional public brand strategy of agricultural products is conducive to promoting the process of agricultural modernization, improving agricultural economic benefits, consolidating and carrying forward regional culture, ensuring consumers' confidence in the quality of agricultural products and improving the international competitiveness of China's agricultural products. Since the central government first proposed the "regional public brand of agricultural products" in 2017, a number of influential regional public brands of agricultural products have been explored and practiced all over the country. In May 2021, China's brand value evaluation information was released, among which Wuchang rice, Wuyi rock tea, Anxi Tieguanyin, Pu'er tea and so on were listed as the top 100 regional public brands (geographical indications).

The regional public brand of agricultural products is based on the unique resource advantages of agricultural products in a certain region [2]. Its elements include the production area, variety, quality and regional culture of agricultural products. It transmits the information of agricultural products in the form of brand identification, production technology, product packaging, operation mode and marketing means [3], it is helpful for consumers to distinguish similar competitive products and form purchase preferences for the specific products. Regional public brands of agricultural products are connected with regional agricultural product reputation, regional image and regional culture, which has regional representative significance and value [4]. The biggest difference between regional public brand of agricultural products and enterprise brand is its public product attribute. Its users belong to all subjects in a region, including enterprises, cooperatives, associations, etc. Building and giving full play to the public brand of regional agricultural products will help mobilize the enthusiasm of all stakeholders in the region, generate internal driving force, help all farmers and business entities in the region increase income, enhance the value of agricultural products, and promote the overall development of regional economy. At the same time, the development of regional public brands of agricultural products is also the need to realize beautiful villages, solve ecological problems and the quality and safety of agricultural products.

II. ANALYSIS ON THE DEVELOPMENT STATUS OF REGIONAL PUBLIC BRANDS OF AGRICULTURAL PRODUCTS IN FUSHUN CITY

2.1 Development Status of Regional Public Brands of Agricultural Products in Fushun City

Fushun is a famous resource-based city. The industrial structure characteristics of "big city, small countryside, large industry and small agriculture" lead to the relative lag of agricultural development. In addition, Fushun's land structure is "eight mountains, one water and one field", with a large proportion of mountains and hills, large investment in mountain consolidation, generally low farmers' income, widespread small-scale peasant economy and low level of agricultural specialization, The socialized

service level of agricultural production is not high, which hinders agricultural progress [5]. The small-scale production of agriculture, the low level of mechanization and the low level of socialized service of agricultural production have led to the low income of farmers. A large number of young and middle-aged farmers have fled the countryside, and the agriculture of the elderly has been spreading.

With the intensification of resource depletion in Fushun City, the status of agriculture has gradually increased. In recent years, through the transformation of agricultural development mode, The city has initially formed an industrial framework of "beef cattle and cashmere goats in eastern mountainous areas, forest frogs plus edible fungi, wild vegetables and wood products, dairy cows, pigs, poultry meat, eggs, vegetables plus dried and fresh fruits such as Nanguo pears and grapes around the city and along highway 202, and high-quality rice in the upper reaches of the seven rivers". The city has formed four regional agricultural industrialization base zones. Namely: the production base belt of beef cattle, cashmere mountain cattle, forest frog, edible fungi, wild vegetables and wood products mainly in the eastern and southeastern mountainous areas; Production bases of dairy cows, pigs, poultry, eggs, vegetables and other non-staple foods in the surrounding areas of the city and along highway 202; Nanguo pear, grape and other dry and fresh fruit production base belt around the urban area and some areas on both sides of line 202, and high-quality rice production base belt in the upper reaches of qidahe River Basin. The registration and protection of geographical indication certification trademark is the first step of branding. Fushun Municipal government takes the lead in actively applying for geographical indication products of agricultural products. By the end of 2020, there were 12 geographical indication products in the city, covering edible fungi, aquatic products, medicinal materials, fruits and handicrafts, among them, 11 involve agricultural products (see Table 1 for details). Although the number of geographical indication products increases year by year, the construction of regional public brands of agricultural products lags behind, and there are few regional public brands with great brand influence.

TABLE I. Summary of geographical indication products in Fushun City

Product name	Product category	National Geographic Indication Protection Products (State Intellectual Property Office)	Registration of geographical indications of agricultural products (Ministry of Agriculture)	Scope of protection area
Fushun agaric	Edible fungi	√	√	Houan Town, Shiwen Town, Jiubing Township, Xiahe Township, Maquan Township, tangtu Township, Langlang Township and Shangma township of Fushun County.

Qingyuan Longdan	Medicinal materials	√	√	Administrative area under the jurisdiction of Fushun Qingyuan Manchu Autonomous County
Xinbin Asarum	Medicinal materials		√	Xinbin Manchu Autonomous County
Bighead carp in Dahuofang Reservoir	Aquatic animals		√	Dahuofang reservoir, Dongzhou District, Fushun City
Xinbin mushroom	Edible fungi		√	Xinbin Manchu Autonomous County
Xinbin forest frog	Medicinal materials		√	Xinbin Manchu Autonomous County
Fushun Liaoning Schisandra chinensis	Medicinal materials	√		Seven counties and districts of Fushun City, including Xinbin Manchu Autonomous County, Qingyuan Manchu Autonomous County, Fushun County, Shuncheng District, Dongzhou District, Wanghua District and Xinfu District, now have jurisdiction over administrative regions.
Sankuaishi hazelnut	Fruit	√		Fushun County of Liaoning Province now governs the administrative region.
Qingyuan horse antler	Medicinal materials	√		Seven counties and districts in Fushun City, including Xinbin Manchu Autonomous County, Qingyuan Manchu Autonomous County, Fushun County, Shuncheng District, Dongzhou District, Wanghua District and Xinfu District, now have jurisdiction over administrative regions.
Fushun Hashima	Medicinal materials	√		Xinbin Manchu Autonomous County of Fushun City, Qingyuan Manchu Autonomous County, Maquan Township, hou'an Town, tangtu Township, Shangma Township and Jiubing township of Fushun county now have administrative regions under

				their jurisdiction
Fushun Linxia ginseng	Medicinal materials	√		Xinbin Manchu Autonomous County of Fushun City, Qingyuan Manchu Autonomous County, Maquan Township, hou'an Town, tangtu Township, Shangma Township and Jiubing township of Fushun county now have administrative regions under their jurisdiction
Fushun amber crafts	Arts and Crafts	√		Xinfu District, Wanghua District and Dongzhou District of Fushun City have three administrative regions under their jurisdiction

2.2 Problems in the Development of Regional Public Brands of Agricultural Products in Fushun City

2.2.1 Emphasizing application over brand promotion

Geographical indication agricultural products is a legal concept, while regional public brand is a market management concept. Only after market promotion, the brand known and recognized by the majority of consumers can truly become a regional public brand and give play to its value of driving the overall development of regional economy. The nature of regional public brand quasi public goods leads to the fuzziness of market subjects, resulting in the phenomenon of "free riding", so that no economic subject is willing to pay for brand publicity and market promotion. For example, Fushun single piece agaric is searched on Taobao. Only one store is selling, and there is little market influence. The declaration subject of geographical indication products is the local government. The government only pays attention to declaration, but does not carry out systematic brand promotion, which leads to the silence of many geographical indication products and does not build into influential regional public brands, so that these geographical indication products do not play a good role in improving the value of agricultural products, helping farmers increase income and promoting economic development.

2.2.3 Lack of brand operators

Due to the attribute of regional public brand quasi public goods, users are only willing to free fees, rather than make efforts in brand construction and promotion. A brand recognized by the market requires the main body to invest a lot of capital, manpower and time costs. Fushun Municipal government has not established a special brand operation Department to carry out market-oriented operation of these agricultural products, resulting in only the legal value of the applied geographical indication products and can not produce actual economic benefits. At present, the brand awareness and market influence of 11

agricultural geographical indication products in Fushun are very low. Even some products have become suppliers of enterprise brands in other regions, which have not produced brand spillover effect and led local economic development. For example, Fushun single piece agaric is not as famous as Changbai Mountain agaric, Fushun forest ginseng is not as famous as Changbai mountain ginseng, and Qingyuan gentian and Xinbin Asarum are not recognized by the public.

2.2.4 Management confusion leads to inadequate quality control

At present, most of the users of geographical indication agricultural products in Fushun are agricultural enterprises, agricultural cooperatives and individual farmers with limited scale and strength. They are unable to internalize the externality of improving the brand value of geographical indication products. Coupled with the imperfect information traceability system, the quality supervision is mainly completed by local governments, industry associations and quality supervision departments. Mutual prevarication makes the product quality difficult to be guaranteed, and even a large number of counterfeit products appear. The phenomenon of "inferior products expel good products" not only damages the interests of the main body of regional geographical indication products, but also makes consumers suffer losses, and even damages the brand image. If this phenomenon of "note without use, use without care, and lax management" and the problems of "free riding" and "prisoner's dilemma" are not solved, it is difficult to truly cultivate regional public brands of agricultural products.

III. SUGGESTIONS ON PROMOTING THE CONSTRUCTION OF REGIONAL PUBLIC BRAND OF AGRICULTURAL PRODUCTS IN FUSHUN CITY

To build geographical indication products into a regional fair brand, we should not only start from brand construction, but also establish multiple efforts such as quality control system, brand marketing and brand supervision.

3.1 Construction of Regional Public Brand of Agricultural Products in Fushun City Based On AK Model

The AK model is a special systematic study of brand equity made by David Aaker on the basis of previous studies, He put forward the "five dimension" conceptual model of brand equity [6] (Figure 1). He believes that "brand equity refers to a series of assets associated with brand name and logo, which can increase (or reduce) the value provided by products or services to companies or consumers [7] , he proposed to divide brand assets into five parts: brand loyalty, brand awareness, perceived quality, brand association and other brand proprietary assets such as patents, trademarks and channel relations [8], of which the first four parts are the main components of brand assets, and brand loyalty is the core of brand assets. This classification method has been recognized by many scholars at home and abroad. Based on these five dimensions, this paper constructs the regional public brand of agricultural products in Fushun City.

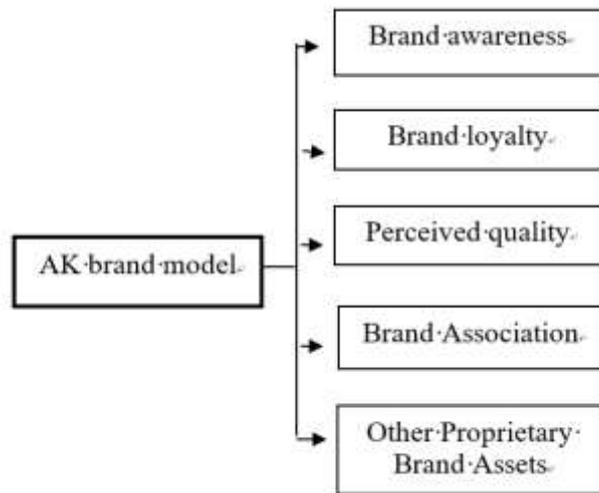


Fig 1: AK brand model

3.2 Thoughts on the Construction of Regional Public Brand of Agricultural Products in Fushun City

3.2.1 Design a regional public brand name with good brand association

The naming method of geographical indication products is "regional name + product roster", so that people can accurately know the place of origin. However, this naming method is single, traditional and lack of personality, which can not produce good brand association. To build a regional public brand, a brand name with good brand association and personality should be designed on this basis, For example, the name of Lishui shangeng, a regional public brand in Lishui, Zhejiang Province, shows the brand association of good mountain, good water and good products. Bazhi, a regional public brand in Bazhong City, Sichuan Province, is full of local culture, which makes consumers have comfortable and beautiful associations. These regional public brand names not only integrate local characteristics, but also show personality, and let consumers have a good brand association is a major factor in their success.

3.2.2 Strengthen quality management, increase perceived quality and cultivate customer loyalty

Good quality is the bottom requirement for a brand to be recognized for a long time and the lifeline of regional public brands. Regional public brands of agricultural products are products with unique regional advantages. We must strengthen the protection of ecological environment, ensure a good growth environment for agricultural products, and prevent eager for quick success and instant benefit, killing chickens and eggs, resulting in land loss, soil pollution and ecological degradation, resulting in the decline of the quality of agricultural products and the perceived quality of consumers, so as to reduce brand loyalty, or fail to establish brand loyalty. On the one hand, relevant government departments should prohibit the establishment of polluting enterprises in the reserve; On the other hand, formulate quality standards for regional public brands of agricultural products, and use blockchain technology to make all

information about the production and processing of agricultural products public on the chain, so as to realize the traceability of information from the ground to the dining table, and realize the whole process quality control and quality safety monitoring. At the same time, strengthen environmental protection, plant trees, return farmland to forests, restore vegetation, etc., optimize ecology, and use high-quality, unique and green high-quality agricultural products to increase consumers' perceived quality and improve consumers' loyalty to the brand.

3.2.3 Establish a brand operation center, formulate marketing strategies and enhance brand awareness

In the era of eyeball economy, without correct marketing, it is difficult to be noticed by consumers in the market environment with wine everywhere. Therefore, to build a regional public brand of agricultural products, it is necessary to establish a special brand operation center, formulate correct marketing strategy, find out the demand points of target consumers through market research, carry out accurate market positioning through differentiation strategy, and formulate scientific product strategy, price strategy, channel strategy and promotion strategy. In the Internet era, to adapt to consumers' fragmented information contact habits, we should make more use of integrated marketing communication, build a network communication mode, and transmit fragmented information through various ways that consumers can contact, such as short video, microblog, wechat, etc., so as to combine new media with traditional media and occupy all time points that consumers can contact with brand information. At the same time, give full play to the power of public relations activities and organize festival activities for publicity through the government. For example, combined with the characteristics of Fushun geographical indication products, the government can create forest frog Festival, autumn harvest festival and other festival activities, carry out effective multi-channel information dissemination, create hot topics, carry out event marketing and viral marketing, and form the network hot spot communication effect in a short time, Achieve the purpose of improving brand awareness. Short videos can also be used for live selling. For example, the mayor's live selling can form a news effect to achieve the purpose of brand communication.

3.2.4 Decorate the brand with culture and enhance the brand influence

Brand and culture are inseparable. To build a regional public brand of agricultural products, it is far from enough to control the quality only from the material level. Unlike standardized industrial products, the quality of agricultural products is easily affected by natural conditions. For example, wine is affected by the quality of grapes in different years. Therefore, when carrying out brand communication, we should strive to explore the historical origins contained in products Regional characteristics The humanistic stories contained in the process of variety cultivation (Discovery) increase the cultural heritage of the brand, enable consumers to have a sense of identity with the brand through cultural power, and then generate brand loyalty [9]. Domestic famous agricultural products all have profound cultural heritage to endorse, such as the story of West Lake Longjing and Emperor Qianlong, the story of Dongting Biluochun and Emperor Kangxi. The cultural stories behind these products form a self marketing effect, which are spread by consumers, continuously improve brand awareness and reputation, and the brand influence is continuously transmitted across time and space.

3.2.5 Three products and one standard certification to enhance brand value

The fifth element of the gram brand model is other brand assets. For agricultural products, these other assets are mainly reflected in three products and one standard certification. Through green food certification, organic food certification, pollution-free food certification and geographical indication product certification, consumers' trust in regional public brands can be improved [10] and brand value can be improved, It can also enhance the brand premium of regional public brands of agricultural products and improve the economic benefits of relevant subjects. For the construction of regional public brands of agricultural products in Fushun City, it is first recommended to select products with distinctive characteristics, outstanding quality and profound cultural heritage under the framework of existing geographical indication agricultural products, such as Fushun Hashima, which is recorded in the book of *Materia Medica* and atlas by Su Song of the Song Dynasty and the compendium of *Materia Medica* by Li Shizhen of the Ming Dynasty, This helps to increase brand influence and consumer trust.

IV. CONCLUSION

Due to the characteristics of quasi public goods, regional public brands of agricultural products need the government to play a leading role and the active cooperation of agricultural enterprises, industry associations, farm farmers and other subjects. By establishing a regional public brand building center, formulating scientific marketing strategies, adopting correct brand marketing strategies, and through the joint efforts of the government and all parties, we can finally be recognized by the market, truly establish a regional public brand of agricultural products with high popularity and reputation, and promote local economic development.

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