

Research on Brand Building of Green Agricultural Products in Guizhou Against the Backdrop of Supply-side Reform

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Abstract—Supply-side structural reform requires that the work should focus on improving the effective supply and high-end supply of products. It is necessary to put forward new ideas for brand building and change the way of development and building. Due to the constraints of natural conditions, the brand building of green agricultural products in Guizhou is unreasonable and inappropriate. Based on the perspective of brand niche and the relevant literature, this paper summarizes the basic problems existing in the brand building of agricultural products in Guizhou. What is more, considering the main body of brand building, the whole industrial chain of product production and the factors of brand building, this paper puts forward the “trinity” path of the brand building of green agricultural products in line with the theory of brand niche. This paper enriches the theoretical application of brand niche and has reference significance for brand building practice.

Keywords—Supply-side reform; Green agricultural products; Brand niche; Brand building

I. INTRODUCTION

Supply-side structural reform is an important driving force for China's economic transformation and upgrading in the coming period [1]. The structural reform of agricultural supply side has become an important way to solve the problems of agricultural structural and institutional contradictions [2]. It requires people to transform the agricultural development mode and enhance agricultural efficiency and competitiveness. Chen et al. argue that the building of an agricultural brand is the key point for the development of agricultural industrialization at present and in the future [3]. Guizhou is located in the Yunnan-Guizhou Plateau. Its agriculture is not only mountainous agriculture but also plateau agriculture and karst agriculture. The fragile ecological environment and resource endowment pose a serious challenge to the brand building of green agricultural. In recent years, scholars have gradually combined niche theory with brand building management to conduct relevant researches, such as sports goods brand building, tourism service product brand building, industrial cluster brand research, which provides new research perspectives and theoretical support. However, few articles have studied the building of agricultural products brand from the perspective of brand niche, especially for the green agricultural products brand developed in Guizhou's

characteristic mountain agriculture. Therefore, from the perspective of brand niche, we review the existing research and literature on brand building and introduces the concept and research paradigm of brand niche. Then we summarize the problems in brand building of Guizhou's existing agricultural products and refine the reasonable carrier and elements of brand building in existing research. On the basis of the above research results and previous experience, in this paper, we put forward the path of brand building of green agricultural products in Guizhou which from the source of agricultural production to the final customer purchase.

II. LITERATURE REVIEW

The existing research on brand building of agricultural products can be classified into three categories, including "organization", "structure" and "elements". Scholars emphasize the role of various agricultural organizations in product building in the "organizational" study. They believe that the production and marketing organizations in the agricultural industry should concentrate their resources on cluster production and building under the background of opening up [4]. At the same time, people should focus on the cultivation of leading enterprises in agricultural products industry and emphasize the leading role of leading enterprises in the establishment of standards, and the leading role for the growth of other enterprises, especially small and micro enterprises. For government organizations, the main focus should be on giving full play to the role of supporting other organizations in the process of brand building and regulatory role, especially focusing on policy formulation, financial support and publicity. In the research of "structure" brand building, the internal structural framework of agricultural product brand has become the key points of the research, which emphasizes the formation path and building mode of brand from scratch. Xu and Li divide the structure of regional brand of characteristic agricultural products into four dimensions: region, product, production and marketing enterprises and consumers. They also point out that the brand image should be established from multiple dimensions and its building mode should conform to the multi-dimensional building mode[5]. Finally, for the research on the "elements" of brand building of agricultural products, scholars summarized the key elements and put forward the factors of origin image, agricultural product quality,

Research Subsidy Project for Students of Guizhou University of Finance and Economics in 2018. (Project No. 2018ZXS27)

scientific and technological innovation and promotion, personnel training and marketing concept renewal, and emphasized the combination of hardware and software.

Under the background of supply-side structural reform, the research on brand building of agricultural products is mostly based on geographical indications. Zheng and Yan believed that the building of agricultural landmark brand is an effective way to promote the structural reform of agricultural supply side and an important grasp to improve the quality, efficiency and competitiveness of agriculture [1]. Therefore, it is a realistic need to promote the building of modern agriculture. Chen noted that the key to the structural reform of agricultural supply side lies in the brand management of regional landmarks of agricultural products while supporting the brand of regional landmarks of agricultural products [6].

From the perspective of green development concept, the early stage of successful formation of industrial clusters of regional brands of agricultural products is the establishment of regional advantages, so regional brands need to be certified before this, and then to maintain and upgrade them. From the perspective of public goods, Zhou and Li believe that the regional brand of green food has the attributes of public goods, and that the core value of green food is the sign of green food and the image of origin [7].

These research results play an important role in guiding the brand building of agricultural products. For the benefit subjects such as farmers, the establishment of "goods" (quality) and "brand" (popularity, brand image) needs to proceed from the background of agricultural supply side reform, and combine with the actual situation of Guizhou Province, to develop high-efficiency agriculture in Mountainous Areas in an incremental way. The road of industry and the brand building of green agricultural products should be regarded as a breakthrough to develop agricultural economy.

III. THEORETICAL BACKGROUND

According to niche theory, in order to avoid being eliminated by nature, species need to have certain environmental conditions and resource factors for their survival and development. When the two tend to be stable, they form their niche. For different species, the relationship between them is competition relationship. There are overlapping parts between niches of different species, that is, multi-species share certain same environmental conditions and resource factors. But this part, niche space, changes over time as species compete situation.

In view of the applicability and advancement of this theory, scholars have introduced niche theory into brand management, believing that the survival and development of a brand in a complex relationship system has life characteristics. Upshaw first put forward the concept of brand ecology, believing that brand has life characteristics, and its survival and development conform to the characteristics of ecological behavior[8]. At the same time, brand niche is the resource dimension, function status and function expression of brand after long-term development. Its essence is the organic combination of brand resources, functions and functions. By sorting out and classifying these studies, we find that in the existing studies, scholars mainly discuss the connotation of brand niche from the perspectives of

consumer psychological cognition and market positioning, and generally focus on the dimension of brand niche. Scholars believe that brand niche is the basis for formulating brand ecological strategy. For tourism brand, the establishment of its niche advantages should focus on brand value innovation, market development and public relations, and take personality shaping, image promotion and regional value as the dimension of concept.

Foydel establishes a niche system composed of customers, suppliers and channels through stakeholder approach based on marketing value chain [9]. Giovanardi et al. believe that managers should focus on niche building in terms of regional trust, government orientation and stakeholder relations[10]. Due to the lack of research on the evaluation of brand niche in existing articles, some scholars refined and constructed five factors on the basis of the above research, namely value demand, brand cooperation, brand innovation, entrepreneurship, and government role, and suggested that the research on brand building and growth should be promoted from these aspects.

For the study of the main factors of brand niche, most studies think that it includes brand enterprises, brand groups, customers, suppliers, marketers, government, etc. At the same time, the carrier of brand building includes not only suppliers, distributors and consumers, but also the government, social media, trade associations and other closely related factors.

Furthermore, since each industry has its own brand niche, we should build a brand niche based on a specific industry background and provide support for the formulation of brand competition strategies. With the increasing reflection of scarcity and mobility of global resources, the overlap of brand niche is increasing. Development is gradually entering the stage of niche overlap. It is necessary to cultivate and optimize the restructuring of brand niche for improving the performance of niche function.

IV. EXISTING PROBLEMS

After reviewing the relevant literature, we found that there are the following problems in the brand building of green agricultural products in Guizhou Province.:

(1) The brand competitiveness of green agricultural products in Guizhou Province and the brand awareness of agricultural products are both weak. The main producers (farmers) have been influenced and restricted by the small-scale farmers' economic thinking for a long time. The educational level of cooperative members is generally low, and their acceptance of brand awareness and market competition awareness is low. Brand awareness has not penetrated into the production of farmers. Most farmers and growers lack a basic understanding of the connotation of the brand. Farmers lack a vision of the long-term benefits of the brand effect. They pay too much attention to the immediate benefits, which resulting in the brand effect is not significant and the lemon phenomenon is prominent.

(2) The ability of industrialization operation is insufficient and the level of standardization operation is low. 92.5% of cultivated land area in Guizhou Province is concentrated in mountainous areas. The sown area of main crops in Guizhou Province is 559.68 million hm², but the effective irrigation area is only 1552.29 million hm², which accounting for only 27.75%

[2]. Due to the constraints of natural conditions, Guizhou's mountainous agriculture is dominated by intensive cultivation, and the area of single household cultivation is small. At the same time, the lack of high-tech support for agricultural products brands and imperfect production infrastructure lead to the lack of technical soft power in brand competition, while the low level of standardization and scale management leads to the decreasing of added value of agricultural products brands.

(3) Lack of intensive development effect of famous brand enterprises and leading enterprises. The lack of good operation ability in Guizhou's agricultural industry and the low organizational level of agricultural organizations restrict the development of industrialization. In the long run, Guizhou's famous brand enterprises and well-known enterprises are limited in number and can not form a leading role in the industry. Other small-scale brand enterprises and new-type brand enterprises lack industry benchmarking and brand building standards and are difficult to form. Intensive development.

Based on the above analysis and combined with theoretical analysis, we believe that although the existing brand awareness of Guizhou agricultural products industry is small, the market competitiveness and well-known brands are insufficient, and the competition among brands is fierce, but it is for this reason that the brand building of Guizhou green agricultural products has great development space and prospects. The building of Guizhou characteristic green farmer brand niche is an urgent need for brand development at this stage. It is of great significance to the identification of competitive elements and optimization of brand competition strategy.

V. BUILDING PATH

Based on the above research and the niche theory, this study considers that the stage of niche establishment and niche overlap is the most ideal stage for building Guizhou green agricultural products brand. And the main body of brand building is locked in four main bodies, including peasant household, agricultural firms, government, agricultural association. And from the perspective of the whole agricultural industry chain, such as breeding, cultivation, purchasing, logistics, processing, packing, distribution and consumption. At the same time, there are five factors in brand building, including brand awareness, brand association, quality and quality certification, price fitness and brand loyalty.

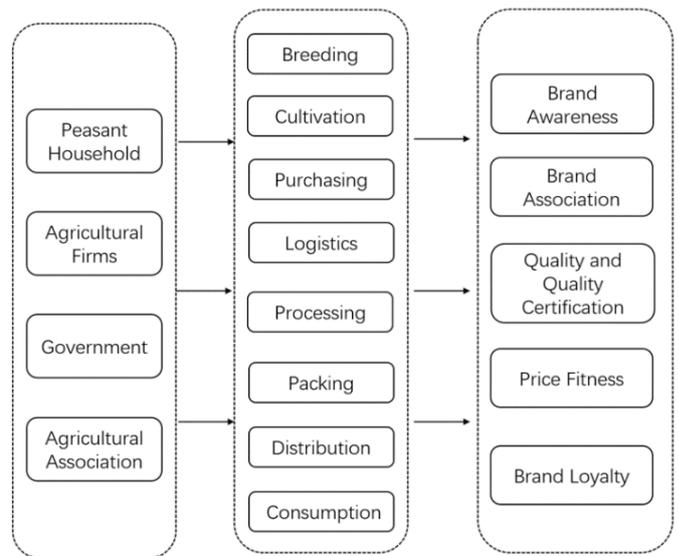


Fig. 1 Building Path

For the brand building of green agricultural products in Guizhou, first of all, we need to stimulate farmers' awareness of production and brand, so that they can better understand the value-added range and market popularity of green agricultural products in the existing market, so that they can clearly understand the huge benefits behind the brand effect. And people should pay attention to the protection of existing brand assets. Firstly, we should divide and cultivate the quality and reputation of the origin, then maintain the famous origin and continue to improve brand association. At the same time, the selection of well-known varieties, especially the selection of well-known green varieties, is also conducive to promoting brand association and brand loyalty. In the process of cultivation, farmers should pay attention to using green and environmental protection methods to cultivate, reduce the use of pesticides, and pay special attention to the rationality and scientificity of the use of pesticides. In this process, key links should be recorded and backed up so as to facilitate future publicity. At the same time, we can consider choosing high and new technology to trace the origin of the link, such as adopting block chain technology, uploading the origin information and crop growth information into the chain, so as to facilitate product quality control and improvement. And it also enables customers to better understand product information, form product selling points, improve product competitiveness and increase customer loyalty.

For agricultural organizations, their operation scope should mainly concentrate on the procurement, transportation, processing, packaging and distribution of agricultural products. These organizations are the main body of brand building and maintenance of green agricultural products, and shoulder the heavy responsibility of brand building. The concept of brand niche awareness should be thoroughly implemented in the above links and processes. In the procurement process, enterprises should pay attention to quality verification, and select and accept raw materials or semi-finished products from specified origins, while rejecting substandard products. In the transport sector, it is necessary to improve the use scope and proportion of cold chain transportation and other methods to ensure product quality.

In the process of processing, enterprises need to adopt advanced green environmental protection technology and adopt processing methods with industry recognition and customer recognition. In order to ensure product quality and green organic state as far as possible, at the same time, enterprises should record and publicize the processing technology or process with strong characteristics and high recognition. Manufacturers should enhance the prominence of green labels on packaging, especially the organic green product standards and Industry Awards they have received. On this basis, they should emphasize the visibility of origin, the environment of origin, product varieties, processing technology, and other relevant information. In the stage of product distribution, enterprises need to pay attention to the difference between ordinary distribution channels and key distribution channels. They need to increase the proportion of e-commerce channels for agricultural products and the propaganda of product brands in new media and self-media, such as micro-blog self-media and micro-trust self-media, and carry out propaganda on micro-blog self-media. The optimization of product copywriting with new products and highlight of product selling points are also important. Enterprises should expend the publicity of products in short video platforms, such as Douyin, Kuaishou and other well-known video websites. And they have to rely on the mobile Internet platform and strive to create several "Internet Celebrity" brand under the background of the "Internet Celebrity" economy.

For the government and relevant departments, they should formulate relevant supporting policies to strengthen the cultivation and maintenance of green agricultural products brand. The behavior that endangering or possibly endangering the brand safety of green agricultural products, brand association (infringement) acts must be severely cracked down. And it is necessary to establish propaganda office to manage and publicize the existing well-known green agricultural products brands. In appropriate cases, the policies and resources can be inclined for purpose. The government should also pay attention to the education and support of farmers for technology and need to introduce green technology to improve farming and aquaculture, and strengthen farmers' learning and use of farming and aquaculture technology. Supporting leading enterprises and enterprises with development potential to create the scale effect of leading enterprises. The government should earnestly safeguard the rights and legitimate interests of farmers, ensure the purchase price of products, stabilize the market situation of agricultural products, and strictly monitor the appropriateness of product prices.

For industry associations, they should focus on the effective connection between farmers and the market, so that farmers can better understand the acceptance and preference of the existing market for different green agricultural products brands. Establishing information publishing platform with government and enterprises to publish professional agricultural research and market research, especially in agricultural breeding, product processing and packaging, brand market preferences etc.. To raise awareness of risk prevention, the government, research institutes, and universities need to focus on the early warning of natural disasters and carry out propaganda and implementation of pest control.

VI. CONCLUSION

Deepening the structural reform of supply side is still the emphasis of work for every industry in the future. For the structural reform of agricultural supply side, brand building has always been the key point for promoting the reform. Due to the limitation of geographical environment and the deficiency of innate advantages, there are some problems in the brand building of agricultural products, such as weak brand competitiveness, weak brand awareness of agricultural products, insufficient capacity of industrialization operation, low level of standardized operation, and lack of intensive development effect of famous brand enterprises and leading enterprises. In recent years, many studies have brought the theory of brand niche into consideration and research perspective. Based on the theory of brand niche, this paper extracts four carriers of brand building of green agricultural products in Guizhou (farmers, leading enterprises, government and related departments, and trade associations). Considering the whole industrial chain of product production, and combining the key elements of brand building (brand awareness, brand association, quality monitoring, price appropriateness and customer loyalty), a "trinity" was established. The path of brand building of Guizhou green agricultural products and specific countermeasures and suggestions are given, which not only enriches the theoretical application of brand niche, but also has reference significance for brand building practice.

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