

Research on Agricultural Brand Building in Foshan City under the Background of Rural Revitalization

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Abstract: The development of agricultural brand is an important way to promote high-quality economic development and realize rural revitalization. Although Foshan City has an excellent agricultural foundation and has made certain achievements in brand building, there are still problems such as weak brand awareness of agricultural products and weak strength of business subjects, thus further proposing countermeasures such as establishing brand standards.

Keywords: Rural Revitalization; Agricultural Brand; Brand Building

Introduction

Promoting agricultural branding is an inherent requirement for the development of modern agriculture^[1]. In the strategic context of rural revitalization, actively creating high-quality agricultural regional brands can inject new vitality into China's rural agricultural development and achieve the strategic goal of rural revitalization of "strong agriculture, rural beauty, rich farmers"^[2].

Foshan, located in the Pearl River Delta, has a dense river network, rich and varied products, and has made a lot of explorations and attempts in agricultural branding, and has also gained good results. However, on the whole, Foshan's agricultural branding still exists the problems of many brands but not refined, big but not strong. How to make the regional brand of agricultural products in the existing development on the basis of upgrading and upgrading, and continue to improve the brand's visibility and influence, is a difficult problem in front of agricultural workers.

1. Literature Review

In terms of the current situation of the development of agricultural brands, lack of talent, poor supervision, low awareness, low science and technology, etc. are common problems in the development of agricultural brands at present^[3]. Some scholars believe that rural e-commerce has brought new opportunities for brand development such as the increasingly strong foundation of the e-commerce industry, policy support for rural e-commerce development and project implementation^[4]. Due to the consumer demand, competition pattern and policy leadership, the development of brand agriculture can bring good economic, social and ecological benefits^[5].

In terms of the relationship between agricultural brands and rural revitalization, some scholars have argued that green food can help rural revitalization from the theory of industrial ecology, the theory of environmental externality, the theory of family business advantage, and the concept of green development^[6]. Some scholars also believe that creating a high-quality agricultural regional brand can help rural revitalization through the integration of agricultural characteristic resources and beautification of the rural ecological environment in two aspects^[7].

2. Problems in the development of Foshan agricultural brand

2.1 Weak brand awareness of agricultural products

On the production side, limited by traditional agricultural production and management concepts and the high input problem of agricultural product branding, agricultural enterprises are difficult to fully understand the long-term value and necessity of agricultural product branding, thus neglecting branding operations. In the perspective of the consumption side, the market ideology of universal agricultural product brand consumption has not yet been established, and the consumption concept of agricultural product brand premium has not yet been formed.

2.2 Agricultural brand management main body strength is not strong

For the construction and operation of agricultural brands, Guangdong still failed to break through the limitations of “small farmers in large provinces”, the most promising to promote the development of agricultural branding and operation of leading enterprises in the main body of the development of a small number, the scale is still relatively small, in the initial stage of development.

2.3 Low technological content and added value of agricultural brands

The scientific and technological content of agricultural products brand is mainly reflected in the scientific and technological research and development, production and processing of agricultural products, digitalization and intelligence, and the current supply of science and technology in China’s agricultural sector is far lower than the demand for science and technology. At the same time, the market is still dominated by primary processing of agricultural products, and the degree of deep processing of agricultural products is insufficient.

2.4 Production control system is still a gap from standardization

There are natural obstacles to the standardized production control system in agriculture, such as the differences in agricultural varieties that lead to the heterogeneity of agricultural production and so on. At the same time, due to the influence of farmers’ education level, age, living environment and other aspects, most individual agricultural workers are difficult to accurately understand the significance of branding, which leads to the standardization of production control system landing more difficult.

2.5 Low international market status of agricultural products

The competitiveness of Foshan’s agricultural product brands in the international arena is insufficient. Specifically, it is manifested in the fact that Foshan agricultural enterprises have insufficient experience in multinational operation, and the international competitiveness of agricultural product brands is low. Secondly, the international community is concerned about the quality and safety of China’s agricultural products, resulting in a low market share. Finally, as international trade disputes continue to intensify, the uncertainty faced by multinational enterprises in combating international market risks is also increasing.

3. Countermeasures Suggestions for Accelerating the Internationalization of Foshan Agricultural Brands under the Rural Revitalization Strategy

3.1 Focus on product quality and establish agricultural brand standards

The precondition for establishing agricultural brands is to ensure the quality of agricultural products. Therefore, the establishment of a supervision and management system for agricultural product quality is very important, which helps to promote the healthy development of the agricultural product market and the orderly operation of the agricultural product market.

On the one hand, the government must strengthen guidance and supervision, accelerate the establishment of an effective supervision and management system for agricultural product quality, and maintain its own agricultural brand image. On the other hand, it is necessary to seriously crack down on illegal and unlawful behaviors of abusing brands and destroying brands in order to maintain the healthy development of the market.

3.2 Emphasis on regional brands, the establishment of brand linkage mechanism

In the process of agricultural branding, too common or single characteristics are often difficult to catch the eye of consumers, and it is difficult for consumers to leave a point of memory. In recent years, Foshan City has been vigorously promoting the construction of “one village, one product, one town, one industry”.

However, the current Foshan agricultural brand has not yet formed a significant difference with other agricultural brands, other products of the same type are duplicated, it is difficult to leave a deep impression on consumers. Therefore, relevant enterprises and organizations in Foshan should

continue to focus on aquatic products, flowers and other characteristics of high-quality products, improve the standards of geographical indications of agricultural products, and form a “logo - standard - trademark” regional brand building model. brand building mode.

3.3 Conduct Internet publicity to enhance brand awareness and influence

Under the background of the Internet, the civilianization, low-threshold and fast dissemination of the self-media platform can reduce the steps and costs of brand marketing. Therefore, we can increase the publicity and promotion of agricultural brands, do a good job of overseas marketing of specialty agricultural products, and accelerate the “going out”. The local government can make full use of the advantages of the Internet, and the local media professionals to cooperate for the endorsement of Foshan’s agricultural products, and then enhance the popularity.

3.4 E-commerce platform-led alliance to realize the value of agricultural products brand co-creation

The emergence of e-commerce has solved the problems of poor connection and asymmetric information between the interests of traditional agricultural products circulation channels, and has a stronger channel communication advantage in the production of agricultural products oriented to consumer demand. In the process of promoting the brand value of agricultural products, the agricultural products e-commerce platform should actively play its own position in the industry chain, maximize the promotion of agricultural products e-commerce industry chain between the various subjects of the linkage and cooperation, to realize the brand value of the co-creation of agricultural products, share the cost of agricultural products brand operation, and enhance the agricultural products brand premium ability.

3.5 Cultivate high-quality farmers, do a good job of solid protection of agricultural production

It is necessary to cultivate high-quality farmers, to increase investment, integration of resources, innovative ways, at different levels and classifications to cultivate cultured, technologically savvy, good management, management of the “Green Collar” team and the new generation of agricultural industrial workers, for the continued development of Foshan’s agriculture to provide a solid guarantee.

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