

Research on the Formation Mechanism of Local Characteristic Regional Brands——Taking Ningxia Barbary Wolfberry Geographical Indication Products as an Example

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Abstract: China has a vast territory and many regional characteristic agricultural products. In recent years, in the development process of China's rural economy, some agricultural products brands have been created, and some agricultural products famous brands have emerged, but the branding of agricultural products is still in the initial stage, and opportunities and challenges coexist. The future enterprise competition is the brand competition, but also the competition between brand culture. Regional characteristic agricultural products have rich connotation of human history, geographical origin, have enough news point constantly release to the target audience, and through the third party such as experts, media, friends, colleagues, relatives, neighbors continue to promote word of mouth, enhance credibility, enhance brand added value, to increase the competitiveness of the product. Most of the local characteristic agricultural products regional public brand construction is still facing huge challenges, it is difficult to achieve local characteristic agricultural products regional brand construction expected effect, the fundamental reason is that local characteristic agricultural products regional brand construction in the process of local characteristic agricultural products regional brand image is not unified, local characteristic agricultural products regional brand operation main body is not clear, such as the problems existing in the market.

Keywords: Regional Brand; Formation Mechanism; Geographical Indication Products

1. Background

Geographical indication products are not only the inheritance of material culture, but also the inheritance of historical culture and spiritual culture. Geographical indication products reflect the historical and cultural factors of a specific region, accumulate profound cultural deposits, and form a unique geographical indication culture. The organic integration of geographical indications with the development of characteristic industries, ecological civilization construction, historical and cultural inheritance and rural revitalization will provide important support for the construction of the economic development pattern of the capital in the new era. Barbary wolfberry Is an industry with the most local characteristics and brand advantages in Ningxia. How to give full play to its pharmacological effects and produce high-value products has always been a difficult problem for the development of the industry. As the most prominent regional symbol, barbary wolfberry is one of the nine important pillar industries in Ningxia and the economic growth target of 400 billion yuan.

2. Research objectives

Analyze the influencing factors of the formation mechanism of local characteristic regional brands.

Explore the mechanism of influence between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted suggestions to improve the formation mechanism of regional brands, so as to provide great reference suggestions for the construction and optimization of the formation mechanism of enterprises in local characteristic regions.

3. Range of study

3.1 Significance and value

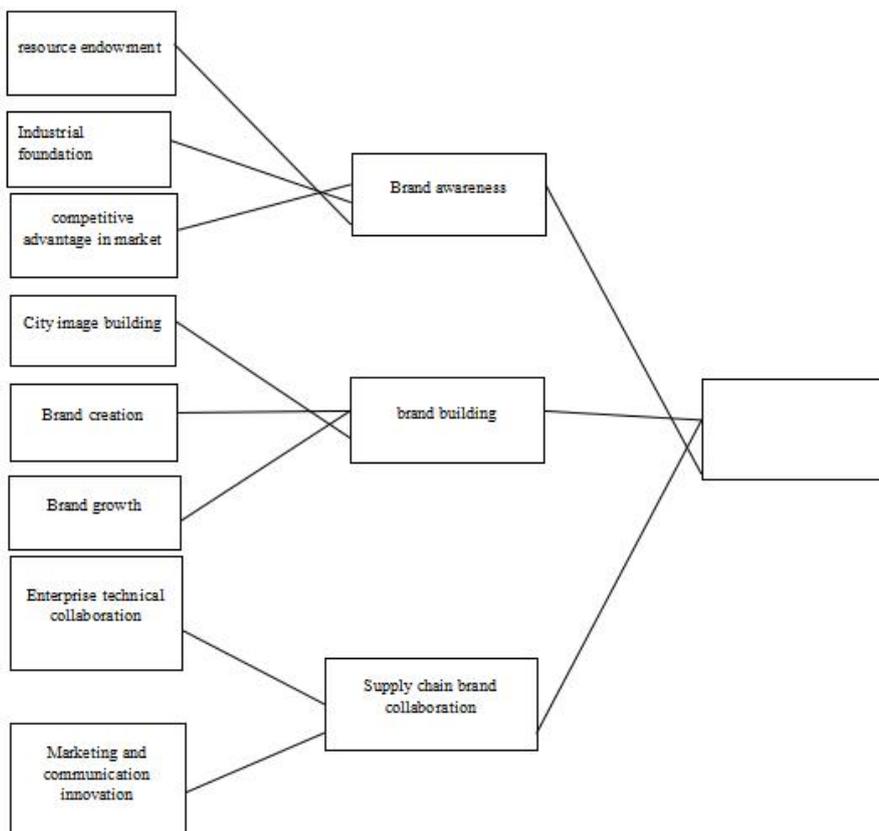
In the theoretical aspect. This study on the basis of classic literature at home and abroad, with the perspective of local characteristic regional brand formation mechanism, analyze the influence factors of regional brand formation mechanism, build a can fully reveal the local brand formation mechanism of regional factors model, help to enrich the brand theory, market competitive advantage theory of relevant literature, enrich and enrich the existing brand theory, market competitive advantage theory.

In practical terms. This study defines the influencing factors of the formation mechanism of local characteristic regional brands, so that the existing enterprise operators can better meet the market demand, and provide theoretical support for enterprises in regional brand marketing and strategy optimization. This will help to enrich and enrich the existing brand theory and market competitive advantage theory, and have a certain practical value for the formation of local characteristic product enterprises in regional brand and marketing promotion strategies and to obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Yinchuan region, Ningxia, where barbary wolfberry is the creation object of regional brands with local characteristics. Based on the area limited by the research topic, the researchers strictly limited the scope of the study, limited the sample collection category to Yinchuan, Ningxia, and investigated the influencing factors of the brand formation mechanism in the local characteristic areas of the city.

4. The conceptual framework of the study



5. Theoretical principle

Xiong Xi (2013) points out that the mechanism of regional industry brand formation, research that regional characteristics, industrial base, brand connotation is the three elements of regional industry brand, resource endowment, industry support, industry market competitive advantage, brand management level, the government industrial policy support, economic and social environment support is the key to promote the formation of regional industry brand, and cultivate regional industry brand can rely on industrial cluster, relying on geographical indication products, relying on scale industry or advantage industries. Summer, Ye Qinyuan (2013) to ecological agriculture cluster theory basis, through to Jiangxi navel orange for investigation samples, in-depth interview method to collect data, constructed by the ecological agriculture cluster regional environment, ecological agriculture cluster regional innovation and ecological agriculture cluster regional culture three process dimensions of ecological agriculture cluster regional brand formation mechanism model. The research results of Yu Yan and Li Yanjun (2015) show that the basic factors affecting the formation of regional brands of characteristic agricultural clusters are geographical resource endowment and government support, and the core driving force is the cooperation of regional culture and supply chain brands.

6. Correlation studies

In the 1990s, the study of regional brands attracted the attention of local government authorities and scholars (Ashworth and Voogd 1990; Kotler et al 1993; Ward 1998). Shpylova (2020) Review the experience of developed countries in implementing, supporting and developing clusters, and take this as an opportunity to strengthen and develop small and medium-sized enterprises, enhance their competitiveness, form strong international ties, and assess Ukraine's world experience in the formation and implementation of economic interests and adaptation priorities.

7. Conclusion

Brand recognition: First of all, on the basis of the long inheritance, "Ningxia barbary wolfberry" and "Zhongning wolfberry" have set up a good regional public brand image outside, and the ultimate goal of building the brand is to reach the terminal market and directly connect with consumers. Secondly, use the regional characteristic resources to shape the regional brand technology and cultural connotation of agricultural products, and build the differentiation and geographical advantages of regional brands. Brand building: First of all, the government is not only the maker of regional industrial policy, but also the guide of regional industrial brand cultivation. Secondly, in the process of regional industrial brand cultivation, we should do a good job in the design and dissemination of product brands, explore and form enterprise brand assets, and strengthen the risk management of regional industrial brands. Supply chain brand collaboration: First of all, technical advantages are the fundamental driving force to generate regional brands, and regional brands reflect the technological advantages of industrial clusters. Secondly, innovate the communication mode between corporate brands and consumers.

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