

# Current Situation and Path Analysis of Regional Brand Construction of Kiwifruit

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**Abstract:** As a major agricultural product feature in Shaanxi Province, strengthening the regional branding of kiwifruit is an important way to implement rural revitalization and help farmers escape poverty and get rich. By building regional brand of kiwifruit, related enterprises can pull the local economy and inject vitality into the sustainable socio-economic development. However, the brand building of kiwifruit still needs to be continuously strengthened due to insufficient brand-building awareness, lack of regional brand management subjects, and fragmented production and operation methods. Based on this, this paper analyzes the significance of regional brand building of kiwifruit, the current situation, and proposes an effective path for regional brand building of kiwifruit.

**Keywords:** Kiwifruit; Regional Brand Building; Current Situation

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## Introduction

In the long run, branding has always been an important way to differentiate producers. By leveraging product effectiveness in the face of diverse needs, brands can gain a competitive advantage in the market economy and impress consumers. In one respect, the brand directly reflects the core value of the product, and if kiwifruit products are to stand out among their counterparts, it is inevitable to strengthen the regional branding of kiwifruit. Strengthening the regional branding of kiwifruit focuses on using the products of regional producers and operators to launch a common industrial, regional and local brand, presenting the image of local enterprises to the outside world and playing an important role in promoting regional economic development. As an important production base for kiwifruit in Shaanxi Province, the Meixian region has good conditions for growing kiwifruit and has built a standardized production base, which provides conditions for regional branding of kiwifruit.

## 1. Advantages of the regional brand building of kiwifruit

### 1.1 Good natural growing conditions

As the home of kiwifruit in Shaanxi, the Meixian region is rich in wild kiwifruit resources. With the strong support of the state, kiwifruit has become an important species in Meixian's cultivation industry, and even introduced excellent varieties such as Chuhong, Hongyang and Xu Xiang. Thanks to its superior geographical conditions, Meixian has been identified by the relevant authorities as a national model for the demonstration of geographical indications for agricultural products, a national demonstration area of excellence in kiwifruit standardization, and a demonstration county for pollution-free science and technology for kiwifruit in China. At the same time, as a demonstration base for kiwifruit production in Shaanxi Province, it has a strong superiority in terms of infrastructure and natural conditions. Along with the rapid development of kiwifruit planting and production bases, kiwifruit in Shaanxi province has formed a large-scale industrial chain, such as marketing, processing and storage. At the same time, the relevant local authorities support the construction of a national testing center, which will provide a continuous guarantee for the development of the kiwifruit industry and protect the production interests and fruits of the fruit farmers' labor.

### 1.2 Good industrial development trend

Against the background of the expanding scale of development of the kiwifruit industry, localities have attached increasing

importance to the industry as an important channel for building new rural areas and increasing farmers' income. By strengthening all-around support, the relevant departments in Shaanxi province and cities are helping the development of the kiwifruit industry in terms of base construction, project creation, financial support and technical guidance. By strengthening the alliance between the government, science and technology departments, local universities and enterprises, a technical alliance has been built for the kiwifruit industry, focusing on the direction of sustainable development of kiwifruit and providing support for other local economic development.

## **2. The value of regional brand building of kiwifruit**

### **2.1 Enhance the value of products and promote rural revitalization**

Among the elements of rural value, production value plays a fundamental and decisive role. By strengthening the regional branding of kiwifruit, it can expand production and highlight the characteristics of kiwifruit products. At the same time, under the influence of the kiwifruit regional brand effect, it can bring industrial benefits to the brand, drive the development of related industries and create more employment opportunities for farmers. Along with the increase in the value of kiwifruit products, farmers' income will continue to rise, enabling the effective use of rural land and human resources, as well as extending the kiwifruit production industry chain, attracting more farmers to participate, enhancing regional economic development and promoting the implementation of the rural revitalization strategy.

### **2.2 Promote modern agriculture and ensure sustainable development of agriculture**

In the context of promoting the implementation of the rural revitalization strategy, how to build a distinctive kiwifruit brand and realize the development of rural modernization is an important issue facing the development of agricultural modernization. Compared with other common agricultural products, kiwifruit is a major characteristic of agricultural products in Shaanxi. By building a regional brand of kiwifruit, it is possible to improve the competitiveness of the product in the market and help the public to identify products of the same type, thus promoting the development process of rural modernization and construction. In the development of traditional agriculture, the following development characteristics have been formed: first, the lack of a high degree of intensification, farmers mostly use a decentralized operation, unable to form a scale, cluster effect; second, the need to invest a lot of labor costs, resource consumption is large, it is difficult to achieve high agricultural efficiency; third, agricultural development presents an isolated form, it is difficult to integrate deeply with the secondary and tertiary industries. In the construction and development of socialist modernization, limited by the above-mentioned characteristics of traditional agriculture, the role of agriculture itself is not obvious enough compared to the secondary and tertiary industries, which require the promotion of agricultural transformation and upgrading, and the adaptation of agriculture to modern development needs. By promoting the regional branding of kiwifruit, those involved can analyze the shortcomings of traditional agriculture on a case-by-case basis, targeting the problems and thus promoting the transformation of rural agriculture towards modernization. Around the regional brand of kiwifruit, a unified quality and standard can be formed by the brand requirements to enhance the reputation and visibility of kiwifruit products in the market and to help farmers solve planting and production problems.

### **2.3 Promote farmers' entrepreneurial awareness and launch special kiwifruit brands**

In the practice of implementing the rural revitalization strategy, farmers play an important role, and farmers can also get entrepreneurial opportunities from the rural revitalization strategy. Therefore, the report of the 19th Party Congress points out that the strategy of rural revitalization should play a leading role in guiding and supporting farmers' entrepreneurship and employment, expanding their entrepreneurial channels, and motivating them to start their businesses. By building a regional brand for kiwifruit, it is possible to guide and educate farmers in modernization. Under the influence of the kiwifruit regional brand, farmers can feel the value of the brand itself, and with the influence of the Internet + e-commerce, they can open up their horizons and set up special branded online stores, using the Internet to talk and communicate with other customers from all over the world. In the process, farmers can develop self-confidence and a sense of modernity. As a result, the launch of the kiwifruit specialty brand will transform farmers' traditional consciousness and mindset, prompting them to become qualified for rural revitalization.

### **3. The problems facing the regional brand building of kiwifruit**

#### **3.1 The lack of regional brand management subject**

At present, the regional brand of kiwifruit has the property of public goods, and all operators under the brand can use the brand, which can easily lead to enterprises or operators relying on others personally, lacking the awareness of brand self-construction, and being unwilling to invest in regional brand construction, affecting the influence of the regional brand of kiwifruit. Some kiwifruit operators also have a "free ride" mentality, relying on other enterprises to build the regional brand, resulting in few enterprises or operators in the region to develop and build the brand, which ultimately leads to the absence of the main body of kiwifruit regional brand construction, affecting the regional product marketing and brand influence. In addition, because some kiwifruit growers and enterprises do not grasp market information promptly, bad ideas such as second best kiwifruit flow to the market, leading consumers to buy kiwifruit that are not fresh or rotten, affecting consumer satisfaction and their trust in the regional brand of kiwifruit, directly affecting regional kiwifruit sales.

#### **3.2 Regional brand building awareness is weak**

At present, local kiwifruit cultivation is mostly based on family workshops and private enterprises are relatively small in scale. Although a regional brand of kiwifruit has been established under the leadership of the local government, due to growers and private owners lacked brand awareness, did not understand the brand management strategy, and were more concerned with boosting kiwifruit sales, ignoring the regional brand building. Some family farmers are more concerned with immediate kiwifruit sales, lack brand management awareness, and are less strict in screening the quality of their kiwifruit, resulting in some poor quality kiwifruit flowing to the market, which hurts the regional brand and affects the long-term development of the regional brand, and can also affect their kiwifruit sales.

#### **3.3 The regional brand publicity efforts are not enough**

Local kiwifruit sales are mainly based on provincial wholesaling, the "Four Seasons Fresh Fruit" local platform or third-party platforms, to increase sales volume, neglecting regional brand building and brand culture penetration in the sales process. Due to the high cost of Taobao advertising, few companies advertise the regional brand, relying solely on the local "Four Seasons Fresh Fruit" local platform and the WeChat circle of friends, it is difficult to get the Meixian kiwifruit regional brand out. It is difficult to get the regional brand of Meixian kiwifruit out, which affects the ability to expand the regional brand.

### **4. Kiwifruit regional brand building path analysis**

#### **4.1 The development of leading enterprises to accelerate the process of industrialization of agriculture**

The local government should vigorously support leading kiwifruit enterprises and set a model for kiwifruit enterprise development, so that the leading enterprises can lead the county's kiwifruit growers in regional brand building and sell kiwifruit in Meixian County to the rest of the country. First of all, the government should actively create a "cooperative + base + farmers" mode of operation for the kiwifruit industry, vigorously support the development of local enterprises and cooperatives, integrate scattered family growers and small private enterprises, create a one-stop industrial chain of kiwifruit cultivation, picking, processing and sales, and continuously increase the number of kiwifruit leading enterprises to make the kiwifruit industry bigger and better. The kiwifruit industry should be made bigger and stronger, and the regional kiwifruit brand should be further promoted. Secondly, the government should increase the support for leading enterprises, adhere to the principle of "supporting large, excellent and strong", and select enterprises with superior kiwifruit quality and marketing characteristics in the county for support, such as giving these leading enterprises certain funds, policies and technical support, and granting outstanding leading kiwifruit enterprises tax exemptions to set a good example for other enterprises to follow. It can also invite kiwifruit cultivation experts to go deeper into the leading enterprises for technical guidance to guide them in cultivating kiwifruit and continuously improving its quality, which is also an important step to enhance the influence of the regional brand. Finally, the government should make full use of the rich local kiwifruit resources to introduce several enterprises with advanced kiwifruit cultivation technology and deep processing industrial chains, and encourage these enterprises to cooperate with local

leading enterprises to achieve strong alliances and industrialization of kiwifruit, further enhancing the economic returns of kiwifruit enterprises and allowing them to have more funds for regional brand building.

## **4.2 Increase the training of talents and strengthen the awareness of regional brand cultivation**

Since local kiwifruit enterprises lack awareness of regional brand building and promotion, the government should actively urge enterprises to train kiwifruit marketing talents, encourage regional kiwifruit growers and enterprises to contribute to regional brand building, enrich the main body of the brand-building, strengthen the awareness of regional brand building among enterprise managers, and train more excellent brand strategy management talents for the local area. For example, the government can organize training for the heads of leading enterprises to let them understand new ideas such as the strategic brand management model and the live mode of e-commerce, to further enhance their awareness of regional brand building, as well as to "match" leading enterprises with agricultural universities to help them introduce kiwifruit planting talents, and to actively establish the kiwifruit development association will regularly invite experts in the field of kiwifruit to go deeper into the training of leading enterprises to promote advanced planting and cultivation techniques. The persons in charge of each leading enterprise should pay attention to regional brand building, develop a brand strategy development plan based on the enterprise's development, optimize the allocation of enterprise resources, actively introduce university students familiar with new media marketing, kiwifruit planting talents, etc., constantly improve the enterprise's kiwifruit planting and deep processing technology, and at the same time open up new publicity and sales channels to create a "multi-point flowering "The marketing pattern of the kiwifruit enterprise. In addition, the company will organize regular staff training to explain the live kiwifruit e-commerce platform, third-party platform group purchase and other marketing methods to enhance staff awareness of regional brand building, and work together to promote the development of the regional brand of kiwifruit in Meixian County.

## **4.3 Give full play to the functions of the Meixian Kiwifruit Association and do a good job of brand protection**

First, the government should function as a kiwifruit association, making full use of the unique local natural resources, allowing the association to lead the local kiwifruit planting and cultivating technological innovation, and promoting regional brand building, building a bridge of cooperation between the government and enterprises, and supervising enterprise kiwifruit planting and marketing. On the one hand, the kiwifruit association should actively introduce planting, marketing and management talents, clarify the functions of the association's technical, marketing and innovation and entrepreneurship departments, provide quality services to local kiwifruit enterprises, and provide kiwifruit growers and enterprises with the timely market and meteorological information to avoid losses suffered by growers, as well as promote new planting techniques to improve local kiwifruit planting and ensure its quality. On the other hand, the association also has to fulfill its supervisory responsibilities, both in terms of monitoring whether there is a blind "price war" between local kiwifruit enterprises and the second best, to maintain the regional brand image promptly. Secondly, the kiwifruit association should take the lead in regional brand building by providing training to growers, cooperatives and enterprises on the one hand, explaining kiwifruit cultivation considerations, deep processing techniques, storage techniques and brand strategy marketing concepts, helping enterprises to clarify their brand positioning and expanding regional brand promotion channels. For example, the kiwifruit association can film the planting and processing scenes of the leading enterprises, make beautiful short promotional videos and put them on local government platforms and social media accounts, so that more consumers and enterprises outside the province can understand Meixian kiwifruit, expand the influence of the regional brand, highlight the advantages of Meixian kiwifruit and clarify the brand advantages, thus enhancing the influence of the regional brand and winning consumer recognition.

## **4.4 Increase publicity to improve visibility**

First, the local government should actively build a public information platform for the kiwifruit industry and use the Internet to promote the kiwifruit in Meixian County, for example, by uploading the kiwifruit production environment and kiwifruit processing production lines to broaden the publicity and sales channels for the kiwifruit in Meixian County. Enterprises can publish on the platform information on kiwifruit production, variety information, picking time, etc. Consumers and kiwifruit purchasing enterprises can publish booking information on the platform to realize online transactions of kiwifruit, as well as introduce the advantages of local

kiwifruit and related deep processing products, so that more consumers and foreign enterprises can understand the regional brand of Meixian kiwifruit. The enterprises should also pay attention to the protection of intellectual property rights, publish on the platform how to distinguish the authenticity of the Meixian kiwifruit brand, help consumers to identify the brand and maintain their brand reputation, and jointly maintain the Meixian kiwifruit regional brand. In addition, kiwifruit enterprises can exchange kiwifruit planting and cultivation techniques on the platform to improve the overall level of kiwifruit cultivation in Meixian County and lay a good foundation for improving the influence of the regional brand. Secondly, the government could organize a regional brand exhibition of Meixian kiwifruit, which could be coordinated by leading enterprises and kiwifruit associations, to showcase the unique growing and nurturing environment of the local kiwifruit, its unique taste and characteristic varieties, to win more orders from outside the province, and to raise the brand awareness of Meixian kiwifruit, to gradually sell it all over the country and make it known and recognized by more consumers. Once again, Meixian kiwifruit enterprises should follow the wave of live e-commerce and new media marketing, jointly set up Meixian kiwifruit Taobao stores, ShakeYin accounts, etc., select outstanding talents to act as anchors, move the live broadcast room to the kiwifruit planting base, pick kiwifruit on site, and show the weight of a single fruit, the flesh of the cut kiwifruit, etc., and carry out some online purchase preferential activities, leading to online orders, thus increasing their brand awareness the company will also be able to promote the sales of kiwifruit enterprises in Meixian County.

## 5. Conclusion

The construction and development of the regional brand cannot be achieved without the joint efforts of the government, leading enterprises and agricultural talents. The local government should actively create a unique regional brand of kiwifruit, highlight the characteristics of kiwifruit, continuously open up channels for the construction and promotion of the regional brand of kiwifruit, establish a specialized kiwifruit association, support the development of leading enterprises, apply for the trademark of kiwifruit characteristics in Meixian County, introduce kiwifruit planting and new media marketing talents, and incorporate new technologies and ideas into the development of the Meixian kiwifruit industry. We will integrate new technologies and new ideas into the development of the kiwifruit industry in Meixian, strictly control the quality of kiwifruit, win the recognition of consumers, improve the visibility and credibility of the regional brand of Meixian kiwifruit, and promote the sustainable development of the kiwifruit industry in Meixian.

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