

Research on the Problems and Countermeasures of Brand Building of Green Agricultural Products in Hunan Province

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Keywords: Hunan province, Brand building, Green agricultural products, Regional agricultural products

Abstract: Proposed by the Chinese ministry of agriculture in February 22018, “the central committee of the communist party of China, the State Council on deepening agricultural supply side structural reform to speed up cultivating agricultural rural development new kinetic energy of several opinions explicitly pointed out that in 2018, the agricultural economy priority is to develop the green agriculture, agricultural reform as the power, focusing on the agricultural structure adjustment, to create new forms, supporting the new subject, broaden the new channels, speed up the agricultural supply side method for structural reform, to enhance the quality of green agricultural products supply system and supply efficiency as the main development direction, and highlight the development of green agriculture production and business operation system cohesion. This is also China's green agricultural product brand construction in the “thirteenth five-year” a development opportunity. Under this premise, the scientific developing area for the construction of green agricultural products brand strategy is particularly important, in this paper, green agricultural products brand in hunan province as the research object, to brand development, field survey data of the combination of theory and practice of investigation and study, combined with the questionnaire survey and the corresponding statistical results and the analysis conclusion sums up the problems of green agricultural products brand in hunan province, and analysis solution, for the sustainable development of green agricultural products brand and the name of hunan province provides a solid theoretical basis.

1. Introduction

Introduction

In the internal market of Hunan Province, the product price of agricultural products is not high, the agricultural economic benefit of farmers is low, and the comprehensive level of products is low. It is reflected in good brand management. With self-owned brand products, people will naturally pay attention to them, and their value will be improved, and they will get greater development space in today's economy and society. A well-known brand of green agricultural products can improve the overall market competitiveness of an enterprise. A well-known brand is the core and symbol of an enterprise and the vitality of the enterprise. The publicity and publicity of a well-known brand can successfully improve the visibility of the enterprise itself. On the contrary, it is also established. The main body of building famous brands is the enterprise itself. Excellent enterprises can build excellent green agricultural products brands, and the two complement each other.

People on food safety issues in the modern life value and brand awareness is gradually improving, this causes the and promote the construction of the green agricultural products brand, brand awareness is proportional to the market share in some way, that is, product competition is brand competition, green agricultural products if you want to get consumer recognition on more, want to occupy a larger share in the domestic or international market, must pay more attention to the development of self-worth and shape, and with distinctive local characteristics and cultural characteristics. This is also the necessity of green agricultural product brand construction.

2. Definition of Concept and Relevant Theoretical Basis

2.1 Green Agricultural Products

The development of green agriculture brand is an important part of the development of green agriculture industry. The demand for agricultural products has shifted from quantity and variety diversification to high quality requirements such as green, nutrition and safety. The competition among agricultural products is also changing from price and quality competition to brand competition, non-brand agricultural products. The market share and development space are shrinking day by day, and there are more and more “connecting between agriculture and supermarket” and “agricultural industry ecological demonstration”. The appearance of “district” has created more development space for green agricultural brands, and the future agricultural product consumption must be an agricultural brand. The consumption. With the opening of the domestic and international markets, foreign brands of agricultural products into our country just. The green agricultural brand system that has just been established is a strong impact on the efficiency of accelerating the construction of green agricultural brand. It can make the green agricultural brand with distinct regional characteristics stand firm and start to occupy gradually from expanding domestic market share. International market share forward, the foundation of all this is bound to be the establishment and shaping of green agriculture brand, so say green agriculture. The development of the brand is of great significance.

2.2 Brand Construction

Through the analysis of the market, it can be seen that the brand building of agricultural products has a long-term significance for the sales of agricultural products. The brand's resume also guarantees the legitimacy of the produce. Brand building can better safeguard the rights and interests of consumers, but also it makes a better collection and reserve for the image of agricultural products, so that the image of agricultural products is no longer abstract, but implemented in the brand. On brand construction and management, is to grasp the market trend of agricultural products, the most powerful means of self-promotion value, agricultural products. The biggest advantage of branding is that it can better accumulate the image and quality of goods. Brand building to a certain extent. It is not easy to say, it needs the cooperation of various aspects, all kinds of conditions comprehensive perfection. But brand building for agricultural products. However, there is a huge development scene, the quality of agricultural products to improve, the brand image has been better developed, will bring huge rewards. Relevant departments need to actively cooperate with the improvement of agricultural products brand, do a good job in quality supervision, to ensure farmers

The product brand goes to the market smoothly, and becomes bigger and stronger.

3. Problems Existing in Brand Construction of Green Agricultural Products in Hunan Province

Through the analysis of the famous brand enterprise survey, summed up the current green agricultural products in hunan province enterprise brand construction in the process of the construction of brand of the main obstacles problems include the following five aspects: financing, supply is not smooth, thin chain lack of depth and thickness, regulation of green agricultural products brand image in the area of hunan province too bold, sales channels too traditional lack of diversified construction and lack of brand publicity and attention.

3.1 Financing and Financing Are Not Smooth

Can be found from the field survey data analysis, hunan area of the small scale of green agricultural products brand enterprise, namely the market potential risk resistance ability is low, at the same time it is single or more the operation mode of the dual main body, pay attention to diversified development in the current lack of its own structural stability in the market, this led to the internal financing and money supply often appear not smooth, directly affect the orderly conduct of green agricultural products brand integration of hunan province. Investigate its this

because there are two, one, green agricultural products brand enterprise is products enterprise, the more money the fill and raise there is a certain degree of limitation, sales should not only bearing the internal management of capital cost and for subsequent product quality inspection, business link, link to provide support, such as a link of unplanned consumption will directly lead to the financing is not smooth, and the periodicity of agricultural production and relatively long, this also objectively extended the money supply cycle; Second, the place for the support of green agricultural products brand enterprise to improve efficiency, whether in the examination and approval efficiency of funds, or wanting to have a certain degree of defects, this brand to the brand enterprise internal construction, new product research and development, the development of the industrial chain link a huge impact, such as indirect influence area of hunan province green agricultural products brand integration process.

3.2 Weak Industrial Chain

At present, the weak industrial chain in the brand building process of green agricultural products enterprises in Hunan province is quite prominent. First of all, it is clear that the brand integration of green agricultural enterprises is a set of three-dimensional industrial chain mode, including raw material production, harvest, raw material transportation, raw material storage, product processing, packaging, finished product storage, finished product transportation, finished product sales, including production, supply, sales of all links. Such as: logistics network construction, sales network construction, processing base scale, production base scale and so on. Hunan industrial chain of the current green agricultural products brand has begun to take shape, but the thickness and depth of its corresponding remains to be strengthened, and the specific performance for although indian scale of green agricultural products base and production is very big, but it has not been fully developed, the brand enterprise processing, derivatives of inadequate development of agricultural output is not generous benefits into a brand, a relatively stable environment progress is slow, that is when affected by market factors impact will not be able to bear the negative pressure of market, Therefore, how to perfect the depth and thickness of hunan's green agricultural product brand industrial chain is a problem to be solved in conformity with the development of The Chinese market.

3.3 Enterprises Have Insufficient Brand Image Management

When set up the brand image in the consumer market, it is attached to the quality of the image contains, the value attribute, security attributes and a series of additional properties, these properties can bring enough for the product identity and sustainable consumption, but also with the brand construction gradually accumulate and improve product profit space, but at the same time, the construction of the brand image is a long process, such as in this paper, we study the green agricultural product enterprise brand image, hunan province, is composed of numerous high quality brands for many years accumulation, superposition, and the brand image of accumulation speed is relatively slow, once appear, "impurities" brand influence the speed of the collapse is very fast, Therefore, the management of the enterprise's own brand image is very important. The current this phenomenon in hunan province was more outstanding, because the green brand enterprise of hunan province construction process, the majority of small and medium-sized enterprises, lack of enough understanding, establish brand image and when its under certain pressure in the market, even make some pretty away risk behavior, this kind of their own do not take the brand management, the serious influence its own brand construction development, hunan will also spread to the other green agricultural products brand building orderly, hurt yourself.

3.4 Lack of Diversification of Sales Channels

The sales problem of green agricultural products brand enterprises in Hunan Province, according to the field interview found that the current green agricultural products brand sales channel in Hunan Province Road construction speed and actual sales channel market developments some disconnect, because the current our country of electronic commerce based on Internet marketing channel has become the market main body, the marketing channel has changed the traditional sense

of the regional business forms, and electric business platform building and the construction of green agricultural products has become a new sales channel of the agricultural enterprises rushed to grab, in this aspect of green agricultural products brand construction in hunan province is fully behind and the development of the market, it still stays in the traditional entity marketing stage, neither subjective intention of diversified marketing channel construction, There is also a lack of understanding of the importance of diversified sales channels for brand building of green agricultural products in the coming years. So far, this is also the main reason for the slow development of the sales quota of green agricultural products outside the province -- the lack of breakthrough point to break the traditional regional sales channels.

3.5 Enterprises Pay Insufficient Attention to Publicity

The establishment of brand image is an important link in the brand construction of green agricultural products. No matter in quality and appearance, green brand agricultural products in our province are very competitive. However, the variety of agricultural products in the current domestic market is numerous, so it is difficult to stand out among them. Agricultural enterprises lack a unique concept of brand image construction as the breakthrough point, and should have specific image marketing, such as: the corresponding product pre-sale publicity planning, sales and after sales service feedback, such as the lack of systematic construction cannot effectively make public individual character, this causes the current green agricultural products brand enterprise of hunan province construction development underpowered.

4. Countermeasures and Suggestions for Green Agricultural Products Brand Construction

4.1 Do a Good Job in Policy Interpretation to Maximize Policy Utilization

Of green agricultural products brand enterprise financing in hunan province/supply not smooth problem of the most effective strategy is to implement the “two-step”, namely, on the one hand, fully unscramble place on land, water conservancy, agriculture, finance department of the support policy of green agricultural products brand, more will maximize the funds for supporting agriculture, and the utilization of loans, effectively solve the problem of money supply in the development of enterprises; On the other hand, strengthen the communication with the office of agricultural industrialization, as well as the mutual coordination and reciprocal cooperation among universities and brand enterprises within the province, improve their own enterprise structure, improve the fluency of their internal financing.

4.2 Shaping the Industrial Cluster of Agricultural Products Brand Enterprises

On the three-dimensional industry chain, the first will be the joint development of many small and medium-sized brands. The formation of the so-called brand industrial cluster is usually based on the characteristics of natural agricultural products in a certain region, in which a large number of enterprises, commercial organizations and scientific research units are closely combined to form a symbiotic brand effect. Once the brand industry cluster is formed, its symbiotic brand competitiveness will be greatly enhanced and it will bring three advantages: first, the large-scale production and marketing mode can reduce the operation cost; Second, the directional market system development can enhance the depth and thickness of the industrial chain; Third, make professional logistics system easier to form. According to field investigation, our province have all prerequisites of industrial clusters, to build a brand in green agricultural products brand of leading enterprises in the province as an opportunity to build their own industrial cluster is feasible, in recent years, the construction of green agricultural products brand, there are 1 in 2016 to obtain national certification, there are 2 companies to obtain certification in hunan province, there are 14 companies at the municipal level certification and the leading enterprises, including food manufacture process in the fruit and vegetable processing, food processing and other industries, It is very realistic to establish an industrial cluster with these leading enterprises as the core to share market risks, share benefits and integrate production bases. And establish a brand of green

agriculture industry cluster itself is a local organic carrier of regional brand, its credibility and influence force of integration, is not small brands, which expand the depth and thickness of the industrial chain, makes use of cluster resources complementary features to reduce the industrial chain of each link in the construction and operation cost, and will also be new product research and development and to minimize the potential risk of market sale, for the local can hold to continue development of green agricultural products brand integration to provide effective help.

4.3 Strengthen the Construction of e-Commerce Sales Channels for Green Agricultural Products

Of green agricultural product brand marketing channel of hunan province too traditional lack of diversity of the construction of the problem, but the human resources, investment and technology, and other objective factors, many enterprises have been unable to achieve, and to improve the competitiveness of the brand, about green electricity channels for the construction of the agricultural products brand companies is imperative, its construction point can be concentrated in the following two aspects: first, through electric business platform local the systematic construction of green agricultural products brand, Including the characteristics of green agricultural product information, the corresponding order/logistics service, electric business platform for online payment system, many solutions (N doses) periodic (month/quarter/year) seasonal agricultural products distribution service, the raw material (coarse) deep processing and distribution services (such as vegetable/fruit, cooking), the construction object for the provincial electricity market, selling agricultural products and in provincial transport of electric dealer market must be in the region. Secondly, combined with the brand propaganda, in production, processing the first line set up appropriate sensing equipment and video monitoring equipment, in the form of recorded or broadcast propaganda, the concept of green agricultural products, green production and quickly cut sales characteristics through the network of popular science propaganda, use of electricity and quick advantage and technical advantage enterprises diversified sales channels.

4.4 Pay Attention to the Analysis and Forecast of Sales Market

In the visit of the green agricultural product brand enterprise of hunan province, found that the direction of research focus mostly concentrated in the brand construction, brand scale, output, annual production and annual sales, outside the province/sales, advertising investment, fixed assets, the level of industrialization progress, the enterprise drives the number of farmers, enterprises draw production base area and the number of enterprises' income hard targets, and the market in the form of research analysis in recent years, such as: market demand for products, the market demand for all kinds of product changes, the development of market demand forecast data analysis class indexes such as basic not value, A pure pursuit of scale expansion mode of brand construction is the lack of purpose, the main reason on the one hand, because of the change of the agricultural market factors is more complex, both data and predictions have certain difficulty, large data analysis is done on the other hand is because the need to invest a lot of human and financial resources, and the conclusion can only as the direction of the brand construction reference, price is low. This is also the fundamental gap between large and medium-sized brand enterprises and international brand enterprises - a pair of brand construction planning degree of emphasis. What needs to be clear and green agricultural product brand enterprise is: want to stand out in many similar products, in an efficient market operation and perfect their own quality to get higher, esteemed first to complete the control of market demand trends, extract, with the purpose of its integration into its own brand construction planning.

5. Conclusion

Through the discussion of this paper, we should take the idea of "playing green brand, taking characteristic road", take scientific brand building as the starting point, insist on cultivating big leading and building big market as the end point, and cultivate a batch of green agricultural products brands with local characteristics and market competitiveness with the highest efficiency.

At the same time, it also coincides with the four key aspects of green agricultural product brand building proposed by our province, namely brand building, channel building, e-commerce cultivation and crowd funding.

6. Acknowledgment

2019 Scientific Research project approved by Education Department of Hunan Province: “Research on Brand Building of Green Agricultural Products in Hunan Province under the Background of Digital Marketing”, project type: Key project;(Item No: 19A149)

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