

Review of Regional Utility Brand Research

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Abstract: Regional public brand is one of the important contents of the brand of agricultural products. Currently, China actively builds regional public brand of agricultural products, which injects new vitality into agricultural development and rural revitalization. By searching and sorting out the literature about regional public brands in the knowledge network, this paper sorts out the relevant literature based on the logic of the main body of brand construction, the value of regional public brands and the actual role of regional public brands. The aim is to sort out the current research status of regional public brand from the aspects other than marketing, so as to dig deeper the future research direction of regional public brand.

Keywords: Agriculture; Agricultural Products; Regional Public Brand; Summary; Brand Marketing

1. Introduction

At present, with the rapid development of China's economy, consumers have gradually formed greater consumption demands and higher product standards. Under the joint promotion of consumption and policies, China is moving towards a large and strong brand economy. In 2017, as the first year of agricultural branding, it provided more favorable support for the construction of agricultural product brands, and the brand building of agricultural products obtained new development opportunities. Various regions should increase farmers' income through the construction of agricultural product brands, which will also provide effective impetus for optimizing industrial structure and promoting coordinated development of urban and rural economy.

Domestic research on agricultural products, agricultural brands and regional public brands has also been carried out. Especially since the

regional fair brand was put forward, each region has built its own regional public brand, which has also become an important research object of scholars. At present, most of the researches on regional public brands focus on brand marketing and brand communication, while there are relatively few researches on brand value and brand subject. Based on this, this paper will sort out and elaborate the relevant literature of regional public brands.

2. Regional Public Brand Overview

The concept and definition of regional public brand of agricultural products appeared after 2006, but the related brand building began long ago. In particular, the regional public brand of single product agricultural products, its predecessor is the "local specialties" and its products and industries inherited through the generations, through the "one village, one product" and "one county, one industry", the geographical indication of agricultural products, geographical indication product registration, geographical indication certification trademark and geographical indication collective trademark registration, etc., brand creation and intellectual property protection.

The construction of regional public brand of agricultural products in China has roughly experienced three stages: start, development and innovation. In 2009, the first "China Agricultural Products Regional Public Brand Building Forum" was held, which was the first summit forum focusing on the methods and paths of agricultural products regional public brand building. After the "China Agricultural Products Brand Conference" was held in 2011, the regional public brand of agricultural products showed a trend of catching fire. In 2014, the "regional public brand" was written into the "Research Report on the Development of China's Agricultural Products Brand", which set off a wave of the creation of "agricultural products regional public brand".

In 2017, it was designated as the "China Agricultural Brand Promotion Year". In 2021, relevant departments encourage the creation of distinctive regional public brands of ecological products, including various ecological products within the brand scope, strengthen brand cultivation and protection, increase the premium of ecological products, and promote the "three products and one standard" of agricultural production, creating more than 300 national regional agricultural product public brands, more than 500 enterprise brands, and more than 1000 agricultural product brands.

Wang et al. analyzed from five dimensions, such as quantity distribution, regional distribution, category distribution, brand value analysis and market share analysis, and found that the basic status of regional public brands in China presents the following characteristics: First, in terms of quantity, the total amount of regional public brands is growing year by year; Secondly, in terms of regional distribution, regional public brands show the characteristics of concentrated distribution, and the number of brands in southern provinces, economic provinces and agricultural provinces is more. Third, in terms of category distribution, about 60% of regional public brands are distributed in the three categories of "fruit", "vegetables" and "grain", which is highly correlated with the consumption frequency of consumers. Fourth, in terms of brand value, the brands with high brand value are more distributed in the two categories of "fruit" and "grain", and the leading brand contributes the main brand value; Fifth, in terms of market share, the market share of regional public brand products has steadily increased year by year, and at the same time, regional public brand products have significantly higher premium and show significant spillover effect [1].

3. Main Body of Regional Public Brand Construction

Zheng et al. put forward that regional brands have the attributes of public products, and the publicity is manifested in the fuzziness of property rights and the sharing of benefits. The creation mode of a single subject cannot realize the shaping of regional brands, and the government, industry associations and leading enterprises should participate in it to form a multi-subject creation mode. At different

stages of the formation of regional brands, various entities should carry out brand management innovation based on the needs of regional brand development under different time and space conditions [2]. Yuan et al. proposed that the government, enterprises and associations are the three indispensable forces in the process of regional brand construction of Guangxi agricultural products, and the three should give play to their respective advantages, interact and support each other, achieve a better combination of resources, and help Guangxi regional brand growth [3].

3.1 Research on Government Role

As can be seen from the above, the government, enterprises and industry associations are important themes in the construction of regional public brands, and the government plays an important role in the construction of regional public brands. The government can provide platforms, resource integration and other important roles. Therefore, scholars have conducted targeted research on the role and function of government in regional public brand building. Zheng et al. found that the traditional experience holds that the generation and development of industrial clusters and the generative nature of the market are greater than the constructiveness of the government, but the practice of agricultural cluster development in China proves that the government should play a greater role. It is believed that in the growth process of industrial clusters, the government should play a greater role in the construction of basic platforms, regional brand cultivation, regional marketing services, and quality upgrading [4]. Yang et al. believe that local government, as the leading and managing body of regional public brand construction of agricultural products, has not played a good role in the process of regional brand construction of agricultural products in our country. The growing process of regional public brand of agricultural products is divided into germination stage, development stage and mature stage. In the embryonic stage, the development and market development of regional agricultural products are the key; In the development stage, the construction of regional public brand is the key; In the mature stage, the management and protection of the

brand is the key. Due to the different core performance and development focus at different stages, local governments, as the leading and managing body of regional public brand construction of agricultural products, adopt different development strategies at different stages [5].

In the process of regional public brand communication, Liu et al. chose Beijing's representative regional brand communication practices of agricultural products as a reference to analyze the different roles of the government in different brand life cycles, and pointed out that from brand establishment to brand development, the roles and functions of local governments should be appropriately adjusted: In the brand introduction period, the role of the government focuses on strategic research and planning, and is the leader; In the brand growth period, the role of local governments should be changed to the guarantor, and play a role in quality supervision and resource platform construction. When brand influence expands and communication activities are upgraded, local governments should provide guiding opinions on the specific implementation of brand communication [6]. Combined with the background of rural revitalization, Wang also used the brand life cycle theory to analyze the government role behavior in the development process of regional public brand of agricultural products. The research shows that the government should do a good job as a planner in the stage of brand building and give suggestions for brand building. In the stage of brand development, the government should do a good job in marketing and tell brand stories. In the mature stage of the brand, the government should do a good job as a supervisor to ensure product quality; In the stage of brand decline, the government should be a reformist, empower the brand, extend the life cycle of the brand, achieve sustainable development of the brand, and help rural revitalization [7]. Yang questionnaire survey of 137 farmers and business personnel in the "Wuming Wooman" planting area found that at present, in promoting the construction and development of the local "Wuming Wooman", there are still problems such as insufficient policy coverage, insufficient agricultural technology and subsidies, weak efforts to crack down on counterfeit and shoal products,

and insufficient water conservancy and irrigation facilities. And put forward targeted suggestions from the perspectives of improving guidance ability, improving service construction, standardizing supervision, and improving supporting public products [8].

The government and the market, as "visible hand" and "invisible hand" respectively, affect the development of regional public brands. Zhang et al. used the grounded theory research method to conduct coding analysis on 10 selected successful regional public agricultural products brands. It is concluded that the key to the success of the case brand is to build the "dual strong engine" of government and market. The "strong engine" of government is mainly embodied in two aspects: perfect governance system and strong governance ability. The "strong engine" of the market is mainly reflected in the strong ability of leading enterprises and business leaders; The "strong engine" of the government affects the realization and development level of the "strong engine" of the market, while the "double strong engine" jointly affects the participation enthusiasm, investment willingness and brand awareness of other subjects, and ultimately affects the construction performance of regional public brands of agricultural products. It includes improving the regional public brand image, raising the premium level of agricultural products, realizing rural revitalization and farmers' income, and improving the efficiency of the integration of rural primary, secondary and tertiary industries [9]. Ye et al. put forward the traditional experience that the generation and development of industrial clusters, the production of market is greater than the constructiveness of the government, but the practice of agricultural cluster development in our country proves that the government should play a greater role. Therefore, through the case of garlic industry clusters in Jinxiang County, Shandong province, the role of the government is analyzed. The research results show that in the growth process of industrial clusters, the government should play a greater role in building basic platforms, cultivating regional brands, providing regional marketing services and upgrading quality [10].

3.2 Other Subjects and Related Research

As another important subject in the regional public brand, leading enterprises have strong advantages in technology, market and so on, and also play an important role in brand building. Based on the perspective of the whole industry chain, Sun et al. taking well-known domestic and foreign fruit regional public brands as examples, innovatively proposed that leading enterprises should play various roles in the operation of fruit regional public brands, such as "spokesperson", "manager", "leader" and "engine", and enhance brand value through the integration of the industry chain. Technology research and development to enhance brand competitiveness, marketing promotion to enhance brand awareness, quality supervision to maintain brand image [11]. Ding et al. divided the process of "Sheyang Rice" brand creation into three stages, including initial stage, growth stage and maturity stage, investigated the behavior of Sheyang County Rice Association in each stage of brand creation, and analyzed the reasons for the successful brand creation of Sheyang County Rice Association. The research shows that with the support of the government, the industry association can continuously solve the bottleneck problem in the creation of regional public brand of agricultural products through its own construction and scientific operation, and promote brand promotion from the aspects of brand planning, quality improvement, standardized management, marketing and anti-counterfeiting maintenance. The regional public brand creation model of "Sheyang Rice", which is enabled and managed by the government and dominated by industry associations, is worth learning [12].

In addition to the government and leading enterprises, some scholars have studied brand operating companies and farmers to explore their role in the development of regional brand construction. Based on the practical background of regional public brand construction of agricultural products, Li et al. constructed a tripartite evolutionary game model among agricultural products production enterprises, brand operating companies and local governments, systematically analyzed the stability of the strategy selection of the participants and the stability of the equilibrium strategy combination of the game system, and investigated the influencing factors of the

equilibrium strategy selection by combining numerical simulation. The conclusion is that moderate subsidies are beneficial to the participation of agricultural production enterprises, brand operating companies and local governments. The rewards of the brand operating company and the superior government should be set in a reasonable range; High production costs and operating costs are not conducive to the construction of public brands, and it is necessary to reduce the cost of improving product quality and the cost of active operation through the cooperation of all parties, so as to encourage enterprises to improve product quality and active operation of brand operating companies [13]. He et al. sorted out the coordination mode between the "city - county - enterprise" three-level brands in Zhejiang Province, and believed that there were problems such as category overlap between city and county brands, unequal popularity between enterprise brands and public brands, and disorderly development between operation and maintenance subjects and enterprises. They also proposed to build a three-level coordination mechanism of "city - county - enterprise" through collaborative innovation. The coordination mechanism reflects the breaking of the shackles of zero-sum game, multi-party cooperation to achieve win-win; Implement the strategy of brand strengthening agriculture, and achieve common prosperity through dynamic collaboration; Brand building is characterized by specialization, integration and collaboration to achieve integration [14]. As one of the important subjects, the problem of "free riding" has also attracted scholars' attention. Cheng et al. concluded that, Farmers' self-organization plays a positive role in controlling farmers' free-riding production behaviors of regional public brands of agricultural products, but it cannot overcome all "free-riding" production behaviors. The improvement of farmers' self-organization control farmers' free-riding production behavior depends on the improvement of their internal governance mechanism. In addition, the age of the household head, the planting years of the household head, the area of cultivated land, the number of cultivated land and the planting area have a significant impact on whether kiwifruit growers participate in farmer self-organization [15].

4. Regional Public Brand Value

Brand value is the most important part of brand management, and it is also an important sign that brands are different from similar competitive brands.

Cheng et al. proposed that the value chain is an industrial value form formed by the upstream and downstream subjects jointly creating their own value and expanding the overall value space on the basis of penetrating the industrial chain. Strengthening the industrial chain and innovation value chain can promote regional public brands to improve their ability to create industrial value, thereby improving brand premium ability and enhancing brand core competitiveness [16]. On this basis, Lou et al. studied the competitiveness of fruit regional public brands in Shandong Province from the perspective of industry chain and value chain, established linear industry chain model and network industry chain model combined with the development mode of single category and full category regional public brand, and analyzed the ideas of improving the value of their respective industry chains respectively. By exploring the existing problems in the competitiveness of public brand in Shandong Province's fruit region, the improvement path of brand competitiveness is constructed from the perspective of innovation value chain [17]. Based on the theoretical analysis of the relationship between the minimum quality standard, the number of brand members and the regional public brand value of agricultural products, Dong et al. selected the panel data of the regional public brand of agricultural products in China from 2010 to 2019 and adopted the co-equation model to conduct an empirical test on the impact of the minimum quality standard and the number of brand members on the regional public brand value of agricultural products. In the first step, the threshold regression model was used to test the threshold characteristics of the minimum quality standard on the value of regional public brand of agricultural products. The results show that there is a U-shaped relationship between the minimum quality standard and the number of brand members. With the increase of the minimum quality standard, the number of brand members first decreases under the influence of cost effect, and then increases under the influence of

reputation effect. There is an inverted U-shaped relationship between the number of brand members and the regional public brand value of agricultural products, that is, with the increase of the number of brand members, the regional public brand value of agricultural products first rises and then declines, from agglomeration effect to crowding effect. There is a double threshold for the impact of minimum quality standard on the regional public brand value of agricultural products. As the minimum quality standard changes from low to high, it has an influence of first inhibiting and then promoting the improvement of regional public brand value [18].

Wu, on the basis of measuring the level of regional digital economy, the panel data of 75 tea producing areas in China from 2012 to 2021 were used to analyze the mechanism of digital economy on the promotion of tea regional public brand value, and the path of reconstructing tea regional public brand construction was discussed from the perspective of digital economy. The results show that digital economy is an important factor driving the value of public brand in tea region, and has a significant positive effect on the value appreciation of public brand equity. The mechanism test shows that digital economy can empower tea regional public brand value through industrial structure optimization and upgrading, so as to solve the dilemma of tea public brand value enhancement. There is heterogeneity in the effect of digital economy on the promotion of public brand value in tea regions, and relevant policies should be optimized according to local conditions [19].

In terms of the research on the value of specific brands, Cheng et al. analyzed the formation of the regional public brand of "Qianjiang Lobster" and its value. According to the analysis, the main function of the regional public brand is to bring market premium for regional products, bring more trading volume to the region than other regions, and bring continuous huge cash flow to the entire industrial system of the region. And bring more considerable economic benefits to the main body. Based on the perspective of market transaction, the paper deconstructs the regional public brand value from macro, meso and micro levels, and puts forward seven main

dimensions of the evaluation of regional public brand value, including product quality value, market value, industrial value, ecological value, people's livelihood value, innovation value and governance mechanism. The "1+2+4" evaluation model and index system of brand value are constructed. Combined with the evaluation method of the international authoritative organization Interbrand and the relevant national technical standard system, a specific brand value measurement method is designed [20]. Similarly, for the study of Qianjiang Lobster in Hubei province, Li et al. built a brand spillover value measurement model, analyzed the spillover value of "Qianjiang Lobster" brand combined with the case study of the spillover phenomenon, and analyzed the specific practices and general experience of Qianjiang municipal government and market players in dealing with the spillover effect of the brand. According to the study, in the face of spillover effect, local governments can bring great value into play in the spillover process by improving the market mechanism and effective risk response, so as to achieve mutual benefit and win-win results for all stakeholders [21].

5. The Practical Role of Regional Public Brand

Through research, Huang et al. concluded that the construction of regional public brands of agricultural products is an effective means to promote the overall prosperity of rural areas, but the overall prosperity is not equal to common prosperity. Whether and how to promote the common prosperity of rural areas through the construction of regional public brands of agricultural products is worthy of in-depth discussion. Through the case analysis of Dingzhuang village in Jurong City, Jiangsu Province, it can be seen that in the process of building regional public brand of agricultural products, paying attention to the value distribution link and improving the value distribution mode on the basis of value creation and realization is a feasible path to narrow the income gap within rural areas and promote the common prosperity of rural areas. This provides a useful reference and inspiration for other rural areas in the country to build regional public brands of agricultural products and move towards common prosperity [22].

Based on the perspective of tea regional public brand and panel data of 49 major tea producing cities (counties) in China from 2010 to 2019, Liu et al. used fixed-effect model and spatial Durbin model to empirically test the direct impact effect, spatial spillover effect and regional heterogeneity of the improvement of tea regional public brand value on the income increase of tea farmers. The results show that the increase of public brand value of tea in the region has a significant positive impact on the income growth of tea farmers in the region and neighboring areas. At the same time, due to the difference of factor endowment, social and economic development ability and government's attention to the development of tea industry in different tea producing areas, the effect of tea regional public brand value on the income increase of tea farmers has regional heterogeneity. Among them, there is a significant positive spatial spillover effect in Jiangnan tea area and a significant negative spatial spillover effect in southwest tea area, but there is no significant spatial spillover effect in South China and Jiangbei tea area. The construction of tea regional public brand needs to comprehensively consider the endowment characteristics and spatial spillover effects of different tea regions, strengthen cooperation between neighboring regions, and adopt differentiated tea regional brand development and cultivation policies [23].

Based on brand strategy theory and life cycle theory, Zhou et al. constructed an analytical framework for regional public brands to promote high-quality rural development, and conducted a study on this issue based on the case study of "Yuan Jiacun" in Shaanxi Province. This study believes that, first, identifying the right category is to break the premise that rural products are many but not strong, and enhance the brand identity through differentiated brand positioning, forming aggregation effect and strengthening the collective economy. Second, the improvement of quality is to break the foundation of strong and poor industry, build brand image to enhance visibility, produce premium effect, and promote joint agriculture and farmers. Third, the promotion of the brand is the key to break the brand excellent but not fine, through the brand combination to enhance the reputation, play the brand diffusion effect, to

achieve a strong village and enrich the people. It is also proposed that "identifying categories - improving quality - promoting brand" is the sequential strategy combination of the "three high cycles" of high quality, high brand and high price in rural regional brand construction [24].

6. Conclusion

For the research of regional public brand, the current mainstream research is aimed at brand building, brand communication and so on. However, for regional public brands, more in-depth and detailed research should be carried out in the aspects of brand main body, brand value enhancement, and the actual role of brand construction enhancement, so as to explore the development of regional public brands from the perspective of disciplinary integration, so as to improve brand awareness and strengthen the overall effect of agricultural branding.

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