

Optimization Strategies for Rice-based Regional Agricultural Product Brands in Jilin Province

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Abstract: In the process of the development of Chinese agricultural products brands, the key to enhance the influence of regional agricultural products brands is the optimization of their brand competitiveness. Jilin Province, as one of the largest grain producing provinces in China, has its unique geographical environment and quality advantages, which make it occupy a place in the Chinese market. However, in the face of fierce market competition and consumption upgrading, the existing brand strategy needs to be optimized. Therefore, it is urgent to clarify the development status of rice geographical indication agricultural products in Jilin Province, identify existing problems, and put forward corresponding optimization strategies to enhance the market competitiveness and sustainable development ability of the brand.

Keywords: regional agricultural products brand; Rice brand; Strategy research

1. Introduction

Regional agricultural products come from specific regions, and their own characteristics are derived from their unique growth environment, so their brand competitiveness depends on their unique regionalism, quality certification, cultural inheritance and market positioning [1]. In China's top 100 regional brand reputation rankings of geographical indication agricultural products in 2023, only two brands are ranked 40th, "Wuchang Rice" and 94th, "Panjin Rice", and no rice brands from Jilin are listed. Jilin Province has superior rice planting conditions and technology, but it still needs improvement in brand building and promotion. Therefore, it is particularly urgent and necessary to deeply analyze the development status of rice regional agricultural products brand in Jilin Province and accurately identify and solve the problems it faces.

2. Ecological niche status of rice regional agricultural products in Jilin Province

2.1 Implement the "Five projects" to enhance brand influence

In the process of developing rice as a geographical indication agricultural product, Jilin Province adopted a 'Five Projects' strategy. This strategy includes establishing a core public brand known as 'Jilin Rice', forming an industrial alliance, developing an e-commerce platform, creating a comprehensive set of standards and regulations, and setting up a robust marketing system. The aim is to achieve a unified brand image, integrate resources across the industry chain, and utilize the Internet to expand sales channels, enhance consumer trust, and bolster the brand's market competitiveness [2]. Through these initiatives, the internal value of the brand is strengthened, and its external influence is expanded, 'Jilin Rice' a shining business card in both domestic and international markets.

2.2 Pay attention to the selection and breeding of high-quality varieties to achieve quality improvement

In terms of variety breeding, based on the existing agricultural technology extension system, germplasm resources suitable for the climate, soil and other conditions in Jilin were selected and bred, and categories such as "Jilin Daohuaxiang", "Jilin long-grain Xiang", "Jilin Round grain Xiang" and "Jilin Xiaomeng" were cultivated. Strive to meet the market demand and enhance the market competitiveness of the brand through its unique taste and nutritional value [3]. Through the cultivation

high-quality varieties, the progress of agricultural science and technology and the improvement of farmers' planting technology have been promoted, and the sustainable development of agriculture has been promoted.

2.3 Expand sales channels and increase market share

In terms of expanding sales channels, direct interaction and sales with consumers can be achieved online through the e-commerce platform, reducing the cost of intermediate links and improving sales efficiency; Offline, maintain cooperation with traditional retailers, supermarkets and community stores to stabilize the original sales network [4]. In addition, in order to further enhance the brand awareness of Jilin rice and attract more dealers and consumers, Jilin Province actively organizes and encourages all kinds of enterprises to participate in food and agricultural products exhibitions at home and abroad, and holds brand promotion meetings, and strives to diversify the sales channels of Jilin Province rice and increase market share.

2.4 Speed up the brand improvement and create famous rice business cards

In the process of rice brand construction, Jilin Province is committed to creating a "famous rice" business card through the brand promotion strategy. Through quality management, improving the reputation of rice brands, exploring the characteristic regional culture combined with brand stories, enhancing the construction of brand connotation, and further striving to make "Jilin Rice" the preferred brand in the high-end rice market [5]. In addition, the rice brand of Jilin Province also actively explores the integration with other industries such as tourism and catering industry to further enhance the market competitiveness and added value of the brand through cross-border cooperation [6].

3. Problems in brand niche construction of rice geographical indication agricultural products in Jilin Province

3.1 The industry is large but not strong, and the brand is miscellaneous but not loud

Although the rice industry in Jilin Province has a large scale, its added value is low, the industrial chain is short, and the product homogenization is serious, which makes it lack of differentiated competitive advantage. Although Jilin Province has been trying to achieve the regional public brand of "Jilin Rice", individual regions still have their own geographical indication rice brands, which makes consumers confused and confused in the cognitive process, and many rice geographical indication brands are mistaken for "off-brand", which limits the market influence. In addition, there are many small-scale enterprise brands and agricultural products brands in the market, and the lack of systematic management and synergies makes it difficult for rice geographical indication brands to form a strong market competition force.

3.2 Lack of quality advantage and single marketing model

Although Jilin Province rice has unique natural conditions and excellent quality, these quality advantages have not been fully used in marketing. On the one hand, the marketing model of the rice industry is relatively unitary, and the lack of innovative and personalized marketing strategies makes it difficult to meet the diversified needs of consumers. On the other hand, rice brands have insufficient investment in publicity, brand story shaping and so on, which leads to the failure to effectively transform the quality advantage into market competitiveness. In addition, the rice industry's marketing channels are relatively traditional, and the use of new marketing methods and channels is insufficient, which limits the market expansion space of brands.

3.3 The production and marketing docking channel is not smooth, and the market development is insufficient

The regional brand of rice in Jilin Province is not smooth in the link of production and marketing, which makes the market development efforts insufficient. The market circulation efficiency of rice products is caused by the asymmetry of production and marketing information and the imperfection of logistics distribution system. At the same time, regional rice brands lack effective market feedback mechanism in the process of interaction and communication with consumers, which makes it difficult

for brands to respond to changes in market demand in a timely manner. Moreover, the development of rice brands in Jilin Province, overseas and international markets is limited, and the market influence needs to be improved.

3.4 The effect of brand integration is poor, and the brand image is not unified

The regional brand of rice in Jilin Province faces many difficulties in the process of integration, and the effect of brand integration is not good, which leads to the disunity of brand image. The rice brands of geographical indications lack of coordination and linkage, and the brand image and value proposition are different, so it is difficult to form a unified brand cognition. In addition, the lack of effective communication and coordination mechanism in the process of brand integration leads to low efficiency of resource integration and failure to give full play to brand advantages. At the same time, the lack of long-term planning and strategic guidance, easy to be affected by short-term interests, it is difficult to achieve sustainable and stable development.

4. Brand niche optimization strategy of rice agricultural products in Jilin Province

4.1 Strengthen industrial concentration and brand connotation construction

In the process of realizing the transformation from large rice industry to strong rice industry in Jilin Province, it is necessary to strengthen the industrial concentration and promote the resource agglomeration through policy support and market mechanism. Through the establishment of brand alliance, the internal friction between brands can be reduced and brand collaborative development can be realized. At the same time, it is necessary to establish and improve the brand development and evaluation system, carry out graded management of rice geographical indication brands in the province, encourage the development of excellent brands, and eliminate backward brands. In addition, it is necessary to strengthen the construction of cultural connotation in brand construction, constantly tap the regional characteristics and cultural connotation of the brand, enhance the internal value of the brand and market identity, and improve the overall competitiveness.

4.2 Deepen quality advantage and multi-channel marketing

Quality is the lifeline of regional rice brand in Jilin Province. In the process of improving the quality and taste of rice, more scientific research needs to be invested in order to develop varieties that meet the market demand. At the same time, it is also necessary to strictly control all aspects from planting, processing to packaging and storage to ensure quality and ensure quality stability. In terms of expanding marketing channels, it is necessary to use modern information technology, effective and precise marketing, and achieve online and offline integration to improve market share. Effectively excavate brand stories to strengthen publicity and enhance brand awareness and reputation.

4.3 Smooth connection of production and marketing and increase market development

One of the main reasons for the hindered development of regional rice brands in Jilin Province is the poor connection between production and marketing. By continuously improving the production and marketing information platform, we aim to achieve seamless integration between production and consumption, reduce intermediary steps, and thereby ensure efficient circulation. At the same time, it is also necessary to strengthen the construction of logistics system, reduce logistics costs, enhance brand awareness and reputation by participating in various exhibitions, docking with various types of terminals, achieve sales expansion, and increase market share.

4.4 Geographical indication brands and regional public brands develop together

The geographical indications of rice agricultural products in Jilin Province include but are not limited to Yanbian rice, Wanchang rice, Gongzhuling rice, Huinan rice, Meihe rice, Xijiang rice and Jiangjiadian rice, which respectively represent the characteristics and advantages of rice in different regions of the province. At the same time, the Jilin Provincial government implemented the "five and one project", integrated resources, and gradually improved and promoted the construction of the regional public brand "Jilin Rice", which effectively improved the market competitiveness and consumer recognition of the "Jilin Rice" brand. However, although there is no conflict between the

regional public brand "Jilin Rice" and various geographical indication brands in the scope, there may be some misunderstandings in marketing and consumer cognition. Consumers may use "Jilin Rice" as a generic term, ignoring the unique value and quality characteristics of each geographical indication brand. This confusion will not only affect consumers' cognition of rice brands in Jilin Province, but also adversely affect the independent development of geographical indication brands. Therefore, in the process of brand building, it is necessary to strengthen the publicity and education of geographical indication brands, improve consumers' awareness of the uniqueness of each brand, clarify the relationship and differences between geographical indication brands and the regional public brand of "Jilin Rice", implement differentiated brand strategies, highlight the characteristics and advantages of each brand, avoid homogenization competition, and achieve coordinated development between brands. Establish a complementary and mutually beneficial pattern for brand development.

5. Conclusion

In order to ensure the unique quality and growth environment of regional agricultural products, the production area is clearly defined, which also ensures the unique competitive advantage of regional agricultural products. Jilin Province, due to its own climate, soil, water and other environmental characteristics and long-term accumulation of planting experience, rice regional agricultural products and other areas of the rice taste has a comparative advantage. However, with the in-depth development of globalization, the rice brand in Jilin Province is facing fierce competition from home and abroad, and its brand construction starts late, and the brand market recognition is not high, which limits the development of rice agricultural products brand in Jilin Province. In this case, this study clarified the main problems in the development of rice regional agricultural products brand in Jilin Province, and put forward optimization strategies such as strengthening industrial concentration and brand connotation construction, deepening quality advantages and multi-channel marketing, unclogged production and marketing connection and expanding market development, and coordinated development of geographical indication brands and regional public brands to enhance market competitiveness.

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