

# Research on the Path of Promoting Mechanism of Agricultural Brand Strategy in Hubei Province

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**Abstract:** Brand is a significant symbol of the comprehensive competitiveness of agriculture, and the development of the whole agricultural industry chain driven by brand is the only way to improve the quality of agricultural development and strengthen the advantages of agricultural market. Agricultural brand building is an important step to accelerate the development of agriculture and an important choice to enhance the competitiveness of Hubei agriculture. As a large agricultural province in Hubei, how to strengthen agriculture and promote the construction of agricultural brand strategy in Hubei is an urgent problem to be solved. The article analyzes the problems and constraints of agricultural brand construction in Hubei and the mechanism of promoting agricultural brand strategy, and systematically proposes the implementation path of agricultural brand strategy in Hubei.

**Keywords:** Hubei agriculture, Brand strategy, Mechanism, Path.

## 1. Introduction

The promotion of agricultural branding strategy is not only an important lead to achieve high-quality agricultural development, but also an important symbol to create high-quality agricultural development, which has become an important research topic in the process of construction of China's agricultural and rural revitalization strategy. In order to comprehensively promote the construction of agricultural brands, the State Council of the CPC Central Committee issued the "Strategic Plan for Rural Revitalization (2018-2022)" proposed to cultivate and enhance agricultural brands, should adhere to the quality of agricultural, strong brand agriculture. 2019 Central Document No. 1 mentioned to strengthen the creation of high-quality special agricultural brands, to create a number of "soil" "township" special agricultural brands; 2022 Ministry of Agriculture and Rural Affairs "Agricultural Brand Cultivation Plan (2022)". The notice of "Brand Excellence Cultivation Plan (2022-2025)" of the Ministry of Agriculture and Rural Development pointed out that it would accelerate the implementation of the strategy of strengthening agriculture with brands, give full play to the important role of agricultural brands in comprehensively promoting rural revitalization and accelerating the development of agricultural and rural modernization, and launch the implementation of the Agricultural Brand Excellence Cultivation Plan. Hubei Provincial Government issued a number of policy documents, the agricultural brand building to an unprecedented height. As an important agricultural province in China, the construction of Hubei agricultural brand and the development of brand agriculture are of great significance to promote the construction of Hubei agriculture and rural revitalization strategy.

From the perspective of realistic conditions, Hubei's agricultural brands have little influence, and it is difficult to certify agricultural products, which cannot form a brand effect. From the viewpoint of the requirements of the times, the new development stage emphasizes the new development concept of "innovation, coordination, green, openness and sharing", and the brand building of Hubei agriculture needs to adapt to the needs of high-quality development (Wei Houkai et al.,

2020). From the related research literature, academics mainly focus on trademark awareness (Fu, Bojun, 2019; Liu, Wang, 2022), development model (Li, Na, 2019), intellectual property rights (Li, Jun, 2020), agricultural brand strategy management (Sun, 2017; Liu, 2020), geographic resource endowment and policy support (Xu, Lin, Li, et al, 2020), regional public brand (Jiao, Xiang et al, 2021), and total factor productivity in agriculture (Liu, Xiaofen et al, 2013; Quan, Jongzhen, 2009; Liu, Yingjie et al, 2018) to explore the role of agricultural branding strategy construction and the path to achieve it.

Through combing the literature, it is easy to find that there are abundant studies on the construction of agricultural brand strategy, but the current research literature rarely explores the mechanism of agricultural brand strategy, mainly focusing on the role of agricultural brand strategy and the realization path, without deconstructing the "black box" of agricultural brand strategy promotion path and studying the formation mechanism of agricultural brand strategy promotion. In view of this, this paper focuses on the mechanism of agricultural brand strategy promotion to deconstruct the specific realization path of agricultural brand strategy in Hubei Province based on the construction of agricultural brand development in Hubei Province.

## 2. The Importance of The Implementation of Agricultural Brand Development Strategy in Hubei

### 2.1. Beneficial To the Implementation of Rural Revitalization Strategy

In order to revitalize the countryside, we cannot do without the countryside, agriculture and farmers. Agricultural brand development can not only form agricultural brand effect faster, but also enhance the comprehensive competitiveness of local agriculture. As the cultural symbol of agricultural industry, agricultural brand represents the soft power of agricultural industry. The existence and development of agricultural brands will directly bring about the improvement of the

visibility of the agricultural industry, which will be beneficial to the development of agricultural markets, the promotion of agricultural recycling and processing, and the extension of the agricultural industry chain, enabling farmers to obtain a stable source of income and increase agricultural income. In addition, agricultural brand advantages can directly promote the development of agricultural industry clusters, create special agricultural brands, promote agricultural industry clustering to form a strong effect, drive local employment, form a good atmosphere of the economic circle, truly solve the three rural issues and achieve rural revitalization.

## **2.2. Benefit to Change the Agricultural Development Model**

Based on the social and economic development, the traditional agricultural development model has been unable to adapt to the development needs of the new market in the new era, and is gradually eliminated, so the reform and innovation of the traditional agricultural development model has become an urgent requirement of the times. Although in recent years, under the promotion of both the government and the market, Hubei Province has formed a number of agricultural brands with special characteristics and enhanced the influence of its own agricultural brands. However, there are still many places that do not pay enough attention to the agricultural brand, and its agricultural development model is old-fashioned and unable to bring market influence. For example, Hubei Province can create a brand of agricultural ecotourism, forming a unique ecological base of agricultural tourism integration, which not only ensures the development of agricultural production, but also brings the public a different agricultural experience through tourism. As a new model of agricultural development, this will not only improve the visibility of the agricultural industry, but also increase farmers' income and free agricultural production from the shackles of the traditional model.

## **2.3. It is Conducive to Opening Up New Agricultural Industry Markets**

Agricultural brands not only represent the image and positioning of agricultural products, but also can fundamentally improve the visibility of agricultural products and indirectly enhance their competitiveness. A good agricultural brand can produce a series of chain effects, which can not only promote its own development, but also bring strong influence to the whole industrial chain, open up the sales market of related products, and promote the cycle of industrial production. In this regard, Hubei Province should be deeply aware of the importance of building agricultural brand development strategy in rural economic development, in order to strive for greater improvement in the development of agricultural development.

# **3. Problems of Agricultural Brand Building in Hubei Province**

## **3.1. The Number of Agricultural Brands Is Not Proportional to Their Competitiveness**

The number of agricultural brands in Hubei Province is very large, but there are basically no brands that are really well known in the country. Without visibility, it is difficult for farmers and agricultural operators to sell high-quality agricultural products, and it is difficult to realize the value of

the brand. There is no big difference between branded and unbranded agricultural products in terms of price, which not only hurts the hearts of farmers and agricultural operators, but also is very detrimental to the further construction of agricultural brands, and will have a great impact on the supply-side structural reform of agriculture in Hubei Province. Although the number of agricultural brands in Hubei Province is large, but the operation and management of brand building is not well, making the brand competitiveness and influence still has a large gap compared with other large agricultural provinces, and the brand value is not high. Some of the owners of agricultural brands, such as agricultural enterprises and cooperatives, have not fully played their exemplary role in brand building, and their understanding of branding only stops at the end of registration and neglects the management at the later stage, which makes the agricultural brands in Hubei Province present a situation of large number but weak competitiveness.

## **3.2. Small Scale of Brand Building Body and Short Industrial Chain of Branded Agricultural Products**

It is reported that Hubei Province has done a series of work in cultivating the main body of brand building, has also achieved certain results, but due to the support of the policy is relatively scattered, systematic and not strong, not enough, the new agricultural business entities in Hubei Province is still weak, the ability to drive the characteristics of weak. The scattered and non-scaled operation mode of common contract farmers has a negative impact on the standardized and institutionalized production of agriculture, which is not conducive to the production and construction of agricultural brands. At present, most of the agricultural products sold in the market are primary products without additional links such as processing and packaging, resulting in branded agricultural products lacking uniqueness and being too popular. The lack of deep processing and secondary value-added agricultural products can hardly enhance their product value and added value, which greatly limits their brand development.

## **3.3. The Quality and Safety Foundation of Agricultural Brand Is Not Solid**

According to the test results, a few soils in Hubei Province have received heavy metal contamination, and some places have different degrees of contamination from industrial "three wastes", domestic and agricultural wastes. Not only can the pollution of the place of origin lead to the construction of agricultural brands - the source of agricultural quality and safety is very harmful, consumers may also think through the brand association of other agricultural products produced in the place have safety risks, once the brand image has a taint, want to build again will require more investment, or even irrecoverable. Lack of supervision. Some local leaders do not have a good understanding of agricultural branding, focusing only on the production of agricultural products, quality supervision is still in the form and concept, performance is difficult to implement. And at the same time there are some areas because of the lack of talent, funding, no way to keep up with the pace of quality and safety supervision system to speed up.

## **3.4. Lack of Promotion of Agricultural Brands**

In the way of communication, Hubei Province in recent years has made a lot of efforts to open up a lot of agricultural

brand communication path, but there are few agricultural products in Hubei Province is really in the country called the brand, more to the road goods giant, and even in the province of many consumers can not say a few in addition to their hometown another city and state brand of agricultural products. The reason for this is that the problem of brand publicity is one of the sources. The new era is the era of network media and network social explosion, using the high exposure of the Internet for agricultural brand communication is a very efficient choice. However, the amount of information on the Internet is too large, and if it does not quickly catch the eyes of Internet users, then the only way to mechanically reflect the message into people's minds is through repeated appearances. First of all, in Hubei Province, the government portal and the official website of the Department of Agriculture and Rural Affairs have not yet established a column related to agricultural brands; the network construction does not have instantaneous, so consumers can not quickly understand the situation of brand agricultural products, and then give up to buy; Hubei Province does not actively use the power of the new media to promote brand agricultural products.

In addition, the lack of innovation in the development of agricultural brand development ideas, agricultural brand development system is not perfect, the development mechanism is relatively traditional, etc. are the constraints of its brand building.

## **4. Hubei Agricultural Brand Strategy Construction Implementation Path**

### **4.1. Market-oriented, Good Market Segmentation and Positioning, "Special Green" Brand Products to Develop the Market**

Market-oriented, that is, demand-oriented, based on the market prospects of products or services, to solve the problem of "large quantity of agricultural products in Hubei Province, poor quality, quality of small quantity". Therefore, the relevant enterprises need to carefully analyze the current market consumption characteristics, do a good job of market segmentation, determine the target market positioning of the core products, and choose a differentiated competitive strategy that can give full play to their core competencies and core advantages. Concentrate the enterprise's human, financial and material resources to gain the largest market share in the target market. Realize the development from the traditional "quantity growth" to the modern "quality benefit". The differentiated competition strategy makes the development of regional agriculture has become the trend, Hubei Province should adhere to the advantages, cultivate characteristics, accelerate the construction of special agricultural areas, cultivate regional agricultural highlights, to create special agricultural brands.

### **4.2. Implementation of Large Bases, Big Brand Strategy, Cultivate and Grow Leading Enterprises**

We can support the development of leading enterprises with competitive advantages to take the lead in forming their own production and processing bases, sales and operation channels, and support leading enterprises to develop deep processing and increase comprehensive output value. Also

develop professional cooperative organizations to carry out socialized agricultural services, and use them as the main carrier to drive the formation of pillar industries and industrial clusters, and promote the optimization and upgrading of agricultural structure. According to the current situation of the development of agricultural industry in Hubei Province, we can also scientifically formulate a general plan to cultivate brands in different regions and achieve a win-win situation through mutual cooperation with advantageous regions. Emphasis on the development potential of Hubei Province, unique characteristics and advantages of the industry to guide the force, focusing on the development and growth of economic benefits, high technology content, industrial relevance, radiation-driven ability of leading products, the formation of brand-name product groups.

### **4.3. Pay Attention to The Attraction of Capital, Technology and Wisdom, And Constantly Improve the International Competitiveness of Hubei Agriculture**

In agricultural development, give full play to the national industrial layout and policy support of the role of the guide, highlighting the main position of enterprises to attract investment, increase the attraction of capital, technology, attracting wisdom, and promote the rapid gathering of production factors. Combined with industrial restructuring, targeting objects, focusing on the introduction of multinational companies, large groups to invest in Hubei, the establishment of dynamic utilization of foreign investment projects, the cultivation of foreign investment carriers in line with Hubei's industrial orientation and industrial restructuring; further improve the festival investment, group investment, media investment, focusing on network investment, strengthen the Friends of the city investment, window investment and entrusted agent investment, broaden the investment horizon, the implementation of international, domestic The policy of equal emphasis on investment, for more of the world's agricultural enterprises and large domestic enterprises to settle in Hubei. Strengthen the support and follow-up services for the introduced projects, promote their rapid development, play a demonstration role, and constantly enhance the attractiveness of investment.

### **4.4. Increase Scientific and Technological Innovation Support, Enhance the Ability of Agricultural Brand Science and Technology Support**

Innovate the transformation system of scientific and technological achievements of agricultural brands in close collaboration with industry, academia and research institutes, and effectively play the role of scientific and technological innovation to promote the construction of agricultural brands. It can provide the main force for scientific and technological innovation by cooperating with universities and constructing innovative research laboratories to provide strong scientific and technological support for the construction of agricultural brands. In addition, we should pay attention to the smooth flow of scientific and technological information channels and build an information sharing platform to speed up the dissemination of scientific and technological innovation and realize the transformation of scientific and technological achievements to practical achievements more quickly. While increasing the support of scientific and technological

innovation, we should also pay attention to the protection of scientific and technological achievements, protect the characteristics of self-branding, protect brand benefits, and provide long-term and stable agricultural brand benefits for the development of Hubei's get industry.

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