Analyze the Mechanism of Establishing Regional Brand Competitive Advantage of Chinese Characteristic Agricultural Products Under the Background of Supply Side Structure Reform

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Abstract. Based on the construction of regional brand of Chinese characteristic agricultural cluster, the article analyses the mechanism of the characteristic agricultural cluster constructing regional brand advantage, and regards the grape cluster in the Turpan as the example. The investigations are significance for the supply efficiency and quality improvement of the distinctive agricultural product in China under the background of supply side structure reform. Results shows: Resources and environment foundation lays the geographical advantage of the regional brand formation. A learning society network provides a specific industrial culture and innovation support for cluster organization. The cluster supply chain management of brand oriented improves operation efficiency by organizational innovation and provides central enablers with establishing unique brand value and giving an advantage. The government policy support and intermediary organizations service constitutes the supporting system of regional brand. Therefore, building the regional brand of agricultural product depends on the shape of geographical features, the optimization of social capital, the innovation of cluster supply chain, the government system and collaborative innovation.

Research Goals

Regional brand of agricultural products is based on the characteristics of the industry, with the background of the cultural history of the cluster through the government and the relevant agencies. The high degree of decentralization and the concealment, regional characteristics and agricultural management of the quality characteristics of agricultural products determines the agricultural product regional brand building in China has a strong practical significance. With the development of agricultural clusters, it resulted a number of regional brands of agricultural products enjoy high reputation in the country, such as Heilongjiang, Shandong Shouguang vegetable cold black tea, Fujian Anxi Tieguanyin Tea. But more traditional agricultural characteristic cluster is similar to the Turpan Xinjiang grape cluster, with the "famous product, the famous brand small". Although have the natural resource endowment and geographical indications, due to the failure to effectively use the regional brand "premium effect", It is extremely disproportionate that resulting in its brand contribution and cluster resource potential. In addition, the regional brand construction of Characteristic Agricultural Clusters in China lay particular stress on the pure consumption of historical and cultural reputation, the lack of adequate attention to the cultivation of its modern market reputation and the unique market competitiveness.

2015 central document proposed to promote the adjustment of agricultural structure "strategy, the central first document in 2016 mentioned the" economic development ideas of agricultural supply side structural reform" first, pointed out that to improve the quality of agricultural efficiency and competitiveness, increase the supply of agricultural products quantity. So, what are the key factors that affect the establishment of regional brand in the development of the cluster? How to release the cluster resource advantage by creating regional brand, its historical and cultural reputation into modern market reputation and unique market competitiveness, prejudiced to improve the characteristics of China's agricultural products supply efficiency and quality? The research provide new ideas for our country's agricultural product area rich brand market competitiveness by shaping,
promote agricultural supply side reform in China and the global value chain of agricultural industry upgrading China.

Methods

In this part we will study the case: the formation mechanism and promotion strategy of regional brand advantage of grape cluster in Turpan of Xinjiang.

Turpan is the main producing areas of fresh grapes and raisins with a unique climate conditions, grape production in Xinjiang accounted for 52.84% of the total output, annual output of grapes accounted for 10.1% of the total output of the country. Grape industry is one of the pillar industries in Turpan, the Turpan grape revenue 2 billion 200 million yuan, 2783 yuan per capita income of farmers, the contribution rate of per capita income is 47.03% in 2014. From the brands perspective, Turpan registered the "Turpan wine", "Turpan raisins" and a large number of brands, China agricultural area public brand value ranking in 2010-2011, "Turpan grapes" ranked seventeenth and fifth, "Turpan raisins" ranked twenty-seventh and twenty-sixth, and won the "the most influential Chinese agricultural area public brand in 2012", "It was named China agricultural area public brand the most investment value in 2015"

The grape industry in Turpan city in accordance with the development strategy of "1/3 wine, 1/3 dried and 1/3 fresh sale", expand the grape industry chain and improve the added value of grape products by actively developing Wine industry. The formation of regional brand advantage of Turpan grape cluster is mainly influenced by geographical factors, regional culture and governments promotion. Regional advantages consist of regional brand grape products significant geographic characteristics and reputation government lead to the culture, and play a regional advantage through the grape culture brand cooperation regional marketing and enterprise cluster, enhance the brand of grape cultural influence; the policy support of the government and intermediary organizations to promote the formation of regional brand services constitute the brand support system, a strong guarantee regional brand development. The shape of the "Turpan grapes" and "Turpan raisins" regional brand reputation.

From the development of the current situation, Turpan grapes region brand mainly concentrated in fresh grapes and raisins and low value-added products, It is still constructing like wine class brand products deep processing of high value-added. At present, It is important to construct the regional brand of grape products, the focus is the basis of comparative advantage of natural conditions, historical tradition, regional cultural industry and other special factors, enhance the taste and cultural level of the regional brand, focus on creating high value-added brands. This requires the use of supply chain organization innovation to improve operational efficiency and brand innovation and brand cooperation ability, technology and knowledge as an important support of the brand, mining of grape supply chain organization brand contribution potential and advantages. We should use the regional brand of geographical advantages and social cultural capital to establish the “alliance of supply chain core brand enterprise of agricultural products processing enterprises and logistics enterprises”, to create a unified brand "growth pole", and promote cooperation and competition of grape cluster’s brand. Through the implementation of standardized production to agricultural cooperatives as the center, to ensure the quality of the grape products; through the core processing enterprises and small and medium-sized enterprises, the spillover of cluster supply chain technology, management experience, to provide effective support and a strong impetus to the development of the characteristics of technological innovation of enterprises in cluster and grape brand differences in the formation; centralized distribution and value-added operations through professional logistics third party logistics enterprises (centralized information processing, centralized procurement etc.), reduce transaction costs, to improve the efficiency of brand marketing.

Discussion

In this part we will discuss the Key influencing factors of characteristic agricultural cluster to
build regional brand. We analysis the the mechanism of characteristic agricultural cluster and regional brand advantage.

The establishment of regional brand of characteristic agricultural products is essentially based on three levels of cluster supply chain production network, learning regional network and regional environment network, under the impetus of the government and the intermediary organizations, through building a strong brand in the cluster value chain as the core of the brand growth pole, lead the cluster of small and medium enterprises to carry out brand competition and cooperation, enhance the value creation ability of characteristic brand, and then establish the regional brand of the market advantage. The regional environment network includes the characteristics of resource endowments, geographical indications, regional public environment, which provides the cluster brand with the characteristics of quality advantage, natural brand advantage, resource sharing and market convenience. And which lay the geographical advantages of regional brand formation. The learning social network is formed by the promotion of regional social capital (regional culture, social network),which promote the communication and cooperation of the brand enterprises in the cluster supply chain and study and innovate, and which provide innovation support and cultural support platform for cluster organization innovation. Supply chain production network is the core. The brand oriented cluster supply chain (value chain system) takes the core enterprise as the leading to carry on the cooperation, the competition, the study. Through promoting the communication and exchange activities between core enterprises and other related enterprises built a strong brand as a strong brand growth pole. Which integrate the regional and internal resources effectively with the help of knowledge capital and social capital. Improve the operational efficiency through organizational innovation, establish a unique brand value to create advantages. Strong innovation ability, deep social capital and close division of labor, produce good quality, rich variety, obvious advantages of brand products and gain market recognition. And in the government's regional marketing, the support of policy and intermediary organizations to promote the formation of a strong market appeal and influence of the cluster regional brands.

Result

This article argues that we should start from four aspects to construct the regional brand advantage of characteristic agricultural products: First, It is formed that the regional brand of agricultural products and culture by regional resources and culture, and with the difference of regional brand and geographical advantages. Second, It optimize the social capital, foster the cluster culture of cooperation, trust, innovation to create a regional brand of social foundation and innovation platform of cluster supply chain cooperation. Three, to innovate the organization of cluster supply chain .To promote the cluster supply chain into dynamic brand “s chain based on specialization and equal cooperation for small and medium enterprises in order to provide the core driving force that enhance the brand value of creative cluster brand operating efficiency and characteristics of agricultural products. Four, the innovation of government system and cooperative organization. Focus on the regional brand of agricultural cluster support system, which consist of innovative platform, regional marketing platform, collaborative platform of exchange and policy platform.

Reference

