

ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ

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THE APPLICATION OF BRAND MANAGEMENT IN THE DEVELOPMENT OF CHINESE AGRICULTURAL ENTERPRISE

China is a big agricultural country, as well as a major producer and exporter of agricultural products. In recent years, China's agricultural economy has been developing continuously, the foreign trade of agricultural products has been expanding constantly, and the trade of agricultural products has developed rapidly. With the advent of the Internet era and the deepening of market competition, the development of China's agricultural industry gradually shows a trend of brand, China's Ministry of Agriculture and villages has continuously strengthened its top-level design, designated 2017 as the "year of Agricultural Brand Promotion", issued the "opinions of the Ministry of Agriculture and villages on speeding up the Promotion of Brand strengthening Agriculture" in 2018, and guided and launched the construction of China's agricultural brand catalogue system in 2019, providing a policy guarantee for agricultural brand construction. All localities, in accordance with the idea of "building a brand, bringing an industry alive, rich farmers", rely on the advantages of resources, highlight planning and guidance, promote brand work as a whole, and promote the rapid development of characteristic industries. Planting brand, animal husbandry brand, fishery brand, rural characteristic brand, "China Land Reclamation" brand, cooperative brand and other industry brands have developed vigorously. Actively use the Agricultural Fair, Tea Fair and other well-known domestic exhibitions to promote brands to create a good atmosphere for development. With the help of modern information technology and media, we can innovate brand marketing and effectively improve the brand influence of agricultural products. This paper analyzes the development stage of China's agricultural brand construction, summarizes the characteristics of China's agricultural brand development, points out the main problems existing in the development of China's agricultural brand. In order to improve the competitiveness of Chinese agricultural brands in the international and domestic markets, the development trend of Chinese agricultural brands is put forward.

Key words: *agribusiness, agrarian market, market balance, development, brand management.*

JEL classification: M21, M31

Statement of the problem. In China, the development of agricultural brand has roughly experienced the initial stage of brand before the founding of the people's Republic of China, the stagnant stage of brand from the founding of the people's Republic of China to the reform and opening up (1949 ~ 1979), the stage of brand awakening from reform and opening up to the implementation of brand law (1980 ~ 1996), the stage of brand development from continuous improvement of brand law to the transitional period of WTO (1997–2004), and the stage of brand integration and strengthening after 2005 [1].

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catalogue system in 2019, providing a policy guarantee for agricultural brand construction. All localities, in accordance with the idea of "building a brand, bringing an industry alive, rich farmers", rely on the advantages of resources, highlight planning and guidance, promote brand work as a whole, and promote the rapid development of characteristic industries. Planting brand, animal husbandry brand, fishery brand, rural characteristic brand, "China Land Reclamation" brand, cooperative brand and other industry brands have developed vigorously. Actively use the Agricultural Fair, Tea Fair and other well-known domestic exhibitions to promote brands to create a good atmosphere for development. With the help of modern information technology and media, we can innovate brand marketing and effectively improve the brand influence of agricultural products.

Summary of the main research material. Up to now, our brand construction of agricultural products has

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The enhancement of brand awareness of agricultural products is firstly manifested as the enhancement of brand awareness of the government and agricultural competent departments. As the main body of brand construction of agricultural products, enterprises and farmers gradually begin to pay attention to brand construction, and the enthusiasm of trademark registration is growing. According to the development situation of registered trademarks of agricultural products in China from 2015 to 2019 published by the State Administration for Industry and Commerce (Table 1), the number of registered trademarks of agricultural products in China increased from 2.056 million in 2015 to 4.813 million in 2019, and the number of registered trademarks of agricultural products increased by 1.17 million in 2019 alone. The number of agricultural trademark registrations in China has also increased from 31% in 2015 to 43% in 2019, which provides a good foundation

for the further expansion and strengthening of the brand [2]. As the ultimate implementers of the value of agricultural products, consumers' brand awareness is constantly improving. The market demand for high-quality agricultural products with high brand reputation, reliable product quality and guaranteed safety and hygiene is constantly rising. At the same time, the improvement of brand awareness of consumers drives the enhancement of brand awareness of enterprises and farmers, and promotes the government and agricultural authorities to pay more attention to the brand promotion of high-quality agricultural products.

One of the difficulties in establishing the brand of agricultural products is that the degree of standardization of agricultural products is not enough and the quality is difficult to unify. Therefore, the implementation of standardized production is the key to improve the quality and develop the brand of agricultural products. All localities take the improvement of the quality and safety level of agricultural products as the starting point, focus on the development of advantageous and characteristic industries, actively formulate agricultural standards, establish demonstration areas, and actively promote the standardized production of safe agricultural products, starting with base construction and market supervision. promote the standardized management of agricultural production process.

Under the condition of market economy, brand is the main element that constitutes the core competitiveness of enterprises. Through brand building, the government and enterprises have strengthened brand awareness, integrated brands and optimized the allocation of resources, enlarged the scale of enterprises, realized the upgrading of agricultural industry, and made every effort to build well-known brands of agricultural products, form brand effect, and enhance the strength of enterprises. effectively enhance the market competitiveness of agricultural products.

Brand agricultural products, especially brand-name agricultural products, because of their high brand awareness and good product quality, are trusted and welcomed

Table 1 – Development of registered trademarks of agricultural products in China from 2015 to 2019

| Year | Registered Trademarks for Agricultural Products (unit: million pieces) | Proportion of the number of agricultural trademark registrations in the total number of trademark registrations (unit: %) |
|------|--|---|
| 2015 | 2.056 | 31 |
| 2016 | 2.403 | 26 |
| 2017 | 2.807 | 25 |
| 2018 | 3.704 | 42 |
| 2019 | 4.813 | 43 |

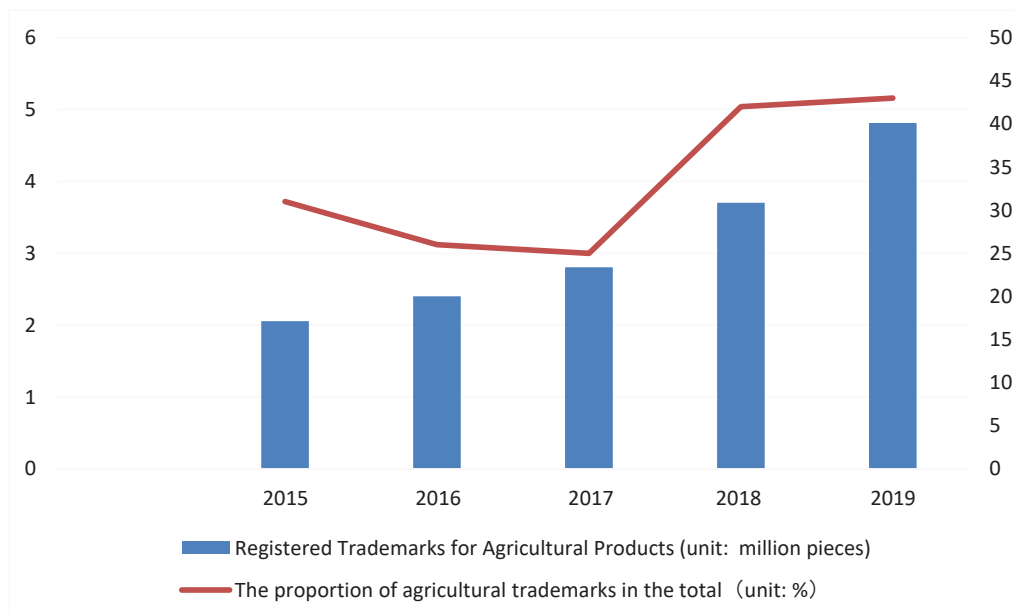


Figure 1 – Development of registered trademarks of agricultural products in China from 2015 to 2019

by consumers, and their market share is usually relatively high. Even if the price is higher than ordinary similar agricultural products, consumers will gladly accept it. Enterprises can get brand income from this.

Conclusions. The brand construction of agricultural products has obvious benefits not only to the producers and operators of agricultural products, but also to the consumers of agricultural products, agriculture and related industries, and the national government. It is of great significance to study and practice the brand construction of agricultural products. However, compared with the brand construction of industrial industry, the brand construction of agricultural products starts late and has less experience, and the development of agricultural industry has its own characteristics. There is still a long way to go to build the brand of agricultural products.

At present, the producers of primary agricultural products are mainly small-scale farmers, lack of enterprise management entities, a considerable number of farmers and agricultural administrative departments are bound by the traditional mode of agricultural production and operation, and often think that harvest is the end of production. With the formation of the buyer's market of agricultural products, the existence of the problem of "difficult to sell" has fully exposed the lack of brand awareness of agricultural product operators.

First problem – lack of brand management concept. The producers and operators of agricultural products operate more products and operate fewer brands, generally lack the concept of brand operation, do not regard brands as intangible assets that affect their long-term competitiveness, and think that trademarks and logos are things that have nothing to do with the overall situation in form. Do not understand that the brand is an effective passport for enterprises and products to the market.

Second problem – there is a deviation in brand understanding. One is to equate "national excellent", "ministry excellent" and "provincial excellent" products with famous brand products. In fact, there is an essential difference between the two. The real famous brand is market economy-oriented and screened out by the broad masses of consumers through strict market mechanism. The so-called famous brand without scale and market ability is not a real famous brand. The second is to regard brand building as a thing once and for all, and do not understand that brand management is a dynamic process [3].

From the successful experience of the world agricultural products brand, it is generally the first scale, then the brand, and the scale supports the brand. However, at present, most of the primary agricultural products in Shandong Province still have the phenomenon of "princes separatist regime and going their own way", so it is difficult to form a joint force to form a group to attack and focus on the brand, and it is lack of market competitiveness, so it is impossible to expand the influence of a certain brand on the market.

In China, Shandong Province, for example, there are many varieties of apple, such as "Red Fuji", "Jonagin", "Jin Shuai", "Gala" and so on, but they are all produced by the orchards of each village as a unit. And an orchard often produces only one variety, which cannot form a scale, let alone support the development of the brand [4].

Who is the owner of the brand? this is the problem to be solved in the follow-up of brand construction. If the prop-

erty right relationship is not clear, it is difficult to achieve effective investment, management and maintenance of the brand. In previous research and practice, it has been mentioned many times to strengthen the brand awareness of agricultural products, to consider brand building as a priority development strategy, and to mention the role that the government should play in the brand hypothesis. In fact, the government is not the main body of the brand construction, the main body of the brand can be the producers and operators of agricultural products, sellers, or their combinations or intermediary organizations, etc., but no matter who the main body of the brand is, it must be the market subject in the real sense, and it should be an economic organization with legal personality, market-oriented and profit-making purpose.

The improvement of brand awareness and reputation is a necessary prerequisite for the realization of brand value, and the improvement of awareness and reputation is inseparable from the promotion of the brand. With the continuous maturity of the market, the management idea of "wine is not afraid of deep alleys" has been out of date, and first-class products should also rely on scientific sales promotion means to expand popularity, shape corporate image and establish famous brand status.

A large number of fake agricultural brands flooded the market, seriously damaged the market image of famous-brand agricultural products, weakened their market competitiveness, and had a serious impact on famous-brand agricultural products [5].

Considering the current situation of agricultural brand development in China, taking into account the changes in the political and economic situation inside and outside China, as well as the new elements that affect the development of agricultural brand, the development of agricultural brand in China will show a development trend.

The leading role of agricultural brand has become increasingly prominent. The implementation of the brand strategy of strengthening agriculture will adhere to the market demand-oriented, deeply explore the differentiated development model, rely on the regional public brands, take the superior enterprise brands as the support, and take the high-quality product brands as the core to promote the deep integration of the "new three products". Agricultural brands will play a stronger leading role in promoting rural revitalization and high-quality agricultural development.

Agricultural brand management tends to be institutionalized and standardized. Under the background of promoting the modernization of national governance system and governance ability, agricultural brand management will strengthen system construction and gradually establish a modern brand management system adapted to China's agricultural and rural modernization. At the same time, focus on regional public brands, strengthen overall planning, strengthen standard construction, gradually improve the brand evaluation system, strengthen public services and regulatory protection, and promote the healthy and orderly development of agricultural brands.

Digital technology accelerates the development of agricultural brands. At present, we have entered the digital age, and the main factors of brand growth are changing. The development of digital technology provides a new path for brand growth and promotes brand subjects to adapt to the changes in the digital age. It has become inevitable to make

use of network advantages and resource advantages to promote the development of agricultural brands.

Agricultural brand has become an important force in promoting international cooperation in the field of agricul-

ture. At present and in the future, under the background of protectionism and anti-globalization, the uncertainty of agricultural international cooperation increases, and agricultural products go abroad.

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ЗАСТОСУВАННЯ БРЕНД-МЕНЕДЖМЕНТУ В РОЗВИТКУ КИТАЙСЬКОГО СІЛЬСЬКОГОСПОДАРСЬКОГО ПІДПРИЄМСТВА

Китай є великою сільськогосподарською країною, а також великим виробником і експортером сільськогосподарської продукції. В останні роки сільськогосподарська економіка Китаю постійно розвивається, зовнішня торгівля сільськогосподарською продукцією постійно розширюється, а торгівля сільськогосподарською продукцією розвивається швидкими темпами. З настанням ери Інтернету та поглибленням ринкової конкуренції розвиток сільськогосподарської промисловості Китаю поступово демонструє тенденцію бренду, Міністерство сільського господарства Китаю та села постійно зміцнювали свій дизайн найвищого рівня, визначивши 2017 рік «роком сільського господарства». Просування бренду», видав «думки Міністерства сільського господарства та сіл щодо прискорення просування бренду зміцнення сільського господарства» у 2018 році, а також скерував і запустив створення системи каталогу сільськогосподарських брендів Китаю в 2019 році, забезпечуючи політику гарантії для сільськогосподарського бренду будівництво. Усі місцевості, відповідно до ідеї «створення бренду, оживлення промисловості, багатих фермерів», покладаються на переваги ресурсів, підкреслюють планування та керівництво, сприяють роботі бренду в цілому та сприяють швидкому розвитку характерних галузей. Бренди рослинництва, бренди тваринництва, бренди рибальства, сільські характерні бренди, бренди «China Land Reclamation», бренди кооперативів та інші промислові бренди активно розвивалися. Активно використовуйте Аграрний ярмарок, Ярмарок чаю та інші відомі вітчизняні виставки для просування брендів, щоб створити гарну атмосферу для розвитку. За допомогою сучасних інформаційних технологій і медіа ми можемо впроваджувати інноваційний маркетинг брендів і ефективно покращувати вплив брендів сільськогосподарської продукції. У цій статті аналізується етап розвитку побудови сільськогосподарського бренду Китаю, узагальнюються характеристики розвитку сільськогосподарського бренду Китаю, вказуються на основні проблеми, що існують у розвитку сільськогосподарського бренду Китаю. З метою підвищення конкурентоспроможності китайських сільськогосподарських брендів на міжнародному та внутрішньому ринках висувається тенденція розвитку китайських сільськогосподарських брендів.

Ключові слова: агробізнес, аграрний ринок, баланс ринку, розвиток, бренд-менеджмент.