



Research on the Brand Construction of Geographical Indication Agricultural Products in Hainan under the Background of Rural Revitalization

Jiong He

Hainan Vocational University of Science and Technology, Haikou 570100, Hainan, China

DOI: 10.32629/memf.v5i2.1983

Abstract: At present, the rural revitalization strategy is being promoted, and Hainan geographical indication agricultural products have gradually attracted attention because of their unique flavor and high quality. However, these products face problems such as low brand awareness, insufficient quality standardization and single marketing means. In order to understand these challenges and seize the opportunities, this paper aims to analyze the current situation of Hainan geographical indication agricultural products and explore its brand building strategies to promote the expansion of domestic and foreign markets and support rural revitalization and sustainable development.

Keywords: rural revitalization, Hainan, agricultural products brand

1. Introduction

With the deepening of the rural revitalization strategy, Hainan geographical indication agricultural products have gradually attracted the attention of the market because of their unique regional characteristics and high quality. However, there are many challenges in brand building, including the lack of brand influence, product quality standardization and the need to strengthen supervision, and the single marketing channels. The purpose of this study is to analyze the current situation of agricultural products and explore effective brand building strategies according to the difficulties and opportunities. By enhancing brand awareness, strengthening quality supervision and innovating marketing mode, it will help Hainan geographical indication agricultural products expand in domestic and foreign markets, and provide solid support for rural revitalization.

2. Analysis of the current situation of agricultural products

Hainan province has unique natural resources and ecological environment, and breeds a variety of agricultural products with geographical indications. These products, according to the regional characteristics of their growth, are divided into tropical fruits, seafood, tea and other categories. Each type of products has its own unique flavor and quality, such as Wenchang chicken, coconut, Hainan Yellow Lantern pepper, etc., which are the representatives of Hainan geographical indication agricultural products.

However, in the face of the current competitive market environment, Hainan geographical indication agricultural products have encountered many difficulties in the process of promotion. First of all, compared with other existing well-known brands, the brand influence of Hainan geographical indication agricultural products is limited, resulting in consumers' lack of understanding of these unique products, and their recognition is far from enough. This not only limits the market expansion of the brand, but also makes it difficult for the products to impress consumers. Secondly, although Hainan geographical indication agricultural products are famous for their unique advantages, their quality control and product standardization still need to be strengthened. These deficiencies to some extent weaken the competitiveness of the product in the market and limit its performance in a broader market. Moreover, the existing marketing channels are relatively single, lack of innovation and diversified promotion strategies, and fail to fully tap and utilize the market potential. These challenges urgently need Hainan geographical indication agricultural products to take effective measures to comprehensively improve product quality, enrich marketing means, and enhance brand awareness, so as to better promote market expansion.

Despite the challenges, the brand construction of Hainan geographical indication agricultural products is also facing great opportunities. With the implementation of the rural revitalization strategy and the increase of consumers' demand for healthy and safe food, Hainan's geographical indication agricultural products have great market potential by virtue of their unique quality and safety. In addition, the development of Internet + and e-commerce has provided new sales channels and

brand promotion methods for Hainan geographical indication agricultural products, which helps to enhance brand awareness and market share.

3. Hainan geographical indication of agricultural products brand construction strategy

In order to effectively enhance the brand awareness and market influence of Hainan geographical indication agricultural products, it is first necessary to adopt a series of targeted strategies to optimize its brand construction.

3.1 Enhance brand awareness and market influence

(1) Use of digital media and social platforms: With the advent of the digital era, the use of Weibo, wechat, TikTok and other social media platforms for brand promotion has become an important means to enhance brand awareness. Making high-quality content, such as videos of product planting and processing process, as well as favorable cases after consumer use, can effectively attract consumers' attention and improve the credibility and attractiveness of the brand.[1]

(2) Participate in domestic and foreign exhibitions: By participating in domestic and foreign agricultural products and food exhibitions, and directly display the advantages and characteristics of Hainan geographical indication agricultural products to wholesalers, retailers and final consumers, which can effectively improve the exposure and awareness of the brand.

3.2 Strengthen the standardization and quality supervision of agricultural products with geographical indications

(1) Establish and improve product quality standards: cooperate with the General Administration of Quality Supervision, Inspection and Quarantine, formulate and implement a set of scientific and strict quality standard system for agricultural products with geographical indications. By setting strict production, processing, storage and transportation standards, to ensure that each batch of geographical indication products can meet high quality requirements.

(2) To strengthen the construction of quality supervision and traceability system: establish and improve the geographical indications of agricultural products quality supervision system and product traceability mechanism, each production should have a clear record and traceability label, to ensure that the product from the field to the table every step can be tracked, controlled, strengthen consumer trust in Hainan geographical indications of agricultural products.

3.3 Innovate the marketing mode and expand the sales channels

(1) Combining online and offline sales model: on the one hand, open official flagship stores through e-commerce platforms, and display product features through live broadcasts and short videos to attract young consumers; on the other hand, establish offline experience stores or set up special areas in supermarkets and specialty stores, so that consumers can personally experience the unique flavor of products.

(2) Cross-border cooperation: Cross-border cooperation with well-known brands, such as cooperation with tourism, hotels and health products brands, jointly promotion, and drive the sales of agricultural products with geographical indications through the brand effect of partners.

(3) Customized services: Provide customized products or gift boxes for specific groups to meet the personalized needs of consumers and improve the added value of products.

Through the implementation of the above strategy, the brand awareness and market influence of Hainan geographical indication agricultural products can be effectively enhanced, and lay a solid foundation for Hainan rural revitalization. At the same time, it can also promote the sustainable development of agricultural products with geographical indications, bring more benefits to producers, and provide consumers with more high-quality choices.[2]

4. Promote the expansion of domestic and foreign markets of Hainan geographical indication agricultural products

In order to promote the expansion of Hainan geographical indication agricultural products in the domestic and foreign markets, a series of strategic measures need to be taken to show the effectiveness of these strategies combined with actual case analysis.

4.1 The application of the strategy in the domestic market

First, in the domestic market, the focus is on improving brand awareness and consumer awareness. This can be achieved by strengthening integrated marketing, both online and offline. For example, social media, e-commerce live broadcasting and

other online means are combined with the offline display and sales of large supermarkets and featured agricultural products markets to provide consumers with a full range of purchasing experience. At the same time, we can also cooperate with tourist attractions to launch the experience activity of “combining agriculture and tourism”, so that tourists can experience picking, tasting and other activities on site, and enhance their impression of Hainan's geographical indication agricultural products. In addition, holding or participating in various kinds of agricultural products trade fairs is also an effective way to enhance the visibility of the domestic market. Through the participation, we can directly establish contact with wholesalers, retailers and consumers, timely collect market feedback, and adjust product strategies.

4.2 Analysis of international cooperation and export strategies

In the international market, the expansion of Hainan geographical indication agricultural products needs to emphasize the advantages and characteristics of products, and enhance the international competitiveness of products through international cooperation and certification. For example, obtaining international certification standards (such as EU organic certification, US USDA certification, etc.) is crucial to improving the recognition of products in the international market. At the same time, the establishment of cooperative relations with overseas distributors, using their resources and experience in the local market, can more effectively promote Hainan geographical indication agricultural products. Participation in the international food exhibition is also an important channel to enter the international market. This can not only provide direct contact with foreign buyers, but also to understand the latest trends in the international market and consumer preferences, to provide the basis for the international marketing strategy of products.[3]

4.3 Successful case of Hainan geographical indication agricultural products

Take Hainan yellow lantern pepper as an example, it is one of the geographical indication products of Hainan. Through the government's vigorous promotion and the active participation of local enterprises, the yellow lantern pepper is not only sold well in the domestic market, but also successfully expanded in the international market. The product through the international organic certification, increase the competitiveness in the European and American markets. At the same time, through participating in the international food exhibition, and a number of foreign distributors to establish cooperation, so that the yellow lantern pepper can be accepted and loved by more foreign consumers.

In addition, Hainan Coconut is also a successful brand building case. Hainan takes advantage of its unique natural conditions to produce high-quality coconut products, and emphasizes its natural and healthy brand image through brand story marketing, which has successfully attracted the attention of a large number of domestic and foreign consumers. Through cooperation with international airlines, we provides Hainan coconut water and other products on international flights, which has further enhanced the international influence of the brand.[4]

It can be seen from these cases that the brand construction and market expansion of Hainan geographical indication agricultural products, not only need to pay attention to internal quality management and brand construction, but also need to actively explore domestic and foreign markets, and through various channels and methods, let more consumers understand and subscribe for agricultural products of Hainan geographical indication agricultural products.

5. Conclusion

In a word, Hainan geographical indication agricultural products have great development potential in the era of globalization and network. By optimizing the brand strategy, improving product quality, innovating marketing channels, and expanding the domestic and foreign markets, Hainan's geographical indication agricultural products will be able to conform to the background of the rural revitalization strategy and achieve sustainable development. Successful cases show that, with scientific management system and effective market strategy, Hainan agricultural products with geographical indications can stand out in the fierce market competition, and can also provide real help for local economic development and farmers' income increase.

References

- [1] Zhang Yudi, Han Yue, Tang Yingjie, etc. Research on the promotion countermeasures of landmark agricultural products under the digital background [J]. *Chinese fruit and vegetables*, 2023,43 (12): 88-92.
- [2] Bi Sumei, Jin Xia Luan, Gai Yujie. The Brand Construction of Geographical Indications of Agricultural Products in Hainan Province — Analysis of Geographical Indications of 42 Agricultural Products in Hainan [J]. *Chinese Journal of Tropical Agriculture*, 2023,43 (02): 123-129.
- [3] Liang Weihong, Ye Lu, Li Yuping, etc. Research on the current status and strategy promotion of Agricultural product Brand Construction in Hainan Province [J]. *Shanxi Agricultural Science*, 2017,45 (10): 1725-1730.