

Research on Regional Public Brand Construction of Qianjiang Crayfish under the High-Quality Development Strategy of Jiangnan Plain

Xue Zhen, Yang Limao

Business School of Hubei University, Wuhan 430062, China

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Abstract: With the proposal of the central government on high-quality development and rural revitalization strategy, the corresponding strategic planning has been made in various regions of the country, and the construction of agricultural product brands is an important part. This paper analyzes the status of Qianjiang crayfish industry and brand building, and finds that the development of the regional public brand of Qianjiang crayfish has a multi-dimensional role in promoting the high-quality development demonstration zone of Qianjiang City and the entire Jiangnan Plain. At the same time, there are still many challenges such as weak platform construction, weak brand marketing, insufficient industry integration and poor cooperation among construction entities. Focusing on the above issues, this paper conducts in-depth research based on the high-quality development, and proposes policy recommendations for the development of Qianjiang crayfish brand and the construction of high-quality demonstration areas in Jiangnan Plain.

1. Introduction

In the report of the 19th National Congress of the Communist Party of China, it is pointed out that China's economic development has shifted from high-speed development to high-quality development. In 2018, Hubei Province formulated a provincial-level high-quality development system of "one core drive, two belt support, and three zones synergy". In response to the high-quality development of the Jiangnan Plain, the Hubei Provincial Party Committee and the Provincial Government proposed to build the Jiangnan Plain Revitalization Development Demonstration Zone. This region adheres to the "agriculture" as the basis, vigorously implements the rural revitalization strategy, and focuses on the characteristic agriculture to create the province's characteristic industry growth pole.

County development is the key to promoting the construction of the Yangtze River Economic Belt and implementing the rural revitalization strategy. Qianjiang City is a typical representative of the county's economic development in Hubei province. Its high economic and social development plays an important role in promoting the development of the Jiangnan Plain. As one of the leading industries in Qianjiang City, the crayfish industry has played an extremely significant role in the economic development of the region. Its industrial development and brand building have profoundly affected the high-quality development level of the Qianjiang region's economy.

2. Overview of Qianjiang Crayfish Regional Brand Construction

The number of people who work in crayfish industry in Qianjiang City exceeds 100,000. The crayfish industry accounts for 53% of the total agricultural output value, and processing export accounts for 60% of the country. The Qianjiang crayfish industry has become a pillar industry and characteristic industry of Qianjiang's agricultural economy, and has achieved remarkable economic, social and ecological benefits. In 2018, the comprehensive industrial chain value of Qianjiang Crayfish reached 32 billion yuan. The "crayfish and Rice Co-production" ecological breeding model was comprehensively promoted. By the end of 2018, the total area of crayfish and rice in the city had reached 750,000 mu. The production of crayfish was nearly 135,000 tons, and the aquaculture production value (including seed production value) was 5.4 billion yuan. With the

advantages of high quality, high yield, technology and regional public brands, Qianjiang City won the title of “The largest city of china’s crayfish processing and export”.

2.1 Registration of Geographical Indications of Agricultural Products and Formulation of Regional Public Brand Strategy of Qianjiang Crayfish

At present, Qianjiang City has registered the “Qianjiang Crayfish” and “Qianjiang crayfish Rice” national geographical indication certification trademarks, among which “Qianjiang Crayfish” has become a well-known trademark in China. Qianjiang Municipal Government established the crayfish brand construction leading group, and issued the “Promoting “Qianjiang Crayfish” Regional Public Brand Action Plan” to promote the long-term healthy development of the public brand of Qianjiang Crayfish. In 2018, Qianjiang City continued to promote the construction of the six major centers of Qianjiang Crayfish, including Hubei Crayfish Trading Center, Hubei crayfish Rice Data Center, Hubei Crayfish Product Testing Center, Hubei Crayfish Breeding Center, Qianjiang Crayfish Deep Processing Center and Qianjiang Crayfish Cultural and Creative Center. The operation of these institutions has always maintained the leading edge of the Qianjiang crayfish brand.

The crayfish catering industry has always been a dominant industry in the Qianjiang crayfish industry. In recent years, the Qianjiang Municipal Government has planned to build the Qianjiang Crayfish Food Street and promote the Qianjiang Crayfish as a chain catering method. There are more than 2,500 Crayfish restaurants and franchise stores in the country, with nearly 20,000 employees. In July 2018, Jiangnan Art Vocational College founded Qianjiang Crayfish Engineering College, and explored the vocational education focusing on Qianjiang crayfish with the model of “teaching center + R&D center + brand strategy center + joining center + maker center”.

2.2 Development of Qianjiang Crayfish Industry Association

The Qianjiang Municipal Government has attracted leading enterprises to Qianjiang by means of attracting investment, establishing a bond of ties between leading enterprises and farmers, and organizing relevant industry associations. Under the guidance of the government's policies, civil organizations are encouraged to set up industry associations through market models. Currently, 83 professional industrial service organizations have been established, such as the Qianjiang Crayfish Industry Association, Aquatic Products Production and Marketing Association, Agricultural Machinery Cooperatives, and Agricultural Cooperatives. These organizations have built bridges between enterprises and farmers, forming an industrialized operation mechanism of “risk sharing and benefit sharing”. The establishment of this mechanism has improved the production efficiency of enterprises and increased the income of farmers. At the same time, the development of industry associations has also narrowed the distance between farmers and brand strategies, and raised the public brand awareness of farmers.

2.3 The Establishment of Brand Marketing System

Qianjiang City has opened nearly 3,000 crayfish restaurants across the country, established the first crayfish museum in Hubei Province, built the Cao Yu Grand Theatre, successfully hosted several Crayfish festivals, and established the Hubei Crayfish Deal Center. With the help of e-commerce platform, Qianjiang has continuously expanded the sales channels of specialty agricultural products and vigorously improved the brand awareness of “Qianjiang Crayfish”. According to the evaluation of many professional institutions such as Wuhan University Quality Development Strategy Research Institute, at the opening ceremony of the 10th International Crawfish Festival, On June 15, 2019, the open brand value of Qianjiang Crayfish was 20.37 billion yuan. This ranks first in the Chinese crayfish regional brand. Although the impact of this assessment is limited, it also shows the huge increase in the value of the current Qianjiang crayfish brand.

3. The Importance of the Construction of Qianjiang Crayfish Regional Public Brand for the High Quality Development of Jiangnan Plain

Focusing on the target requirements and strategic priorities of high-quality development, the development of Qianjiang crayfish industry and regional public brand construction have the following four main effects on the high-quality development of Jiangnan Plain.

3.1 Improvement of the Quality of the Agricultural Supply System

In the development of the Qianjiang crayfish industry and the construction of regional public brands, a number of grassroots laborers with certain scientific literacy have been cultivated, and can effectively promote the quality of agricultural and rural labor supply in Jiangnan Plain.

Qianjiang has introduced and cultivated a number of large-scale enterprises and leading enterprises with higher quality. These enterprises have improved the quality of the main body of agricultural products supply in Jiangnan Plain.

In the crayfish industry construction and brand development, the standardization system covering the first, second and third industries has been perfected. A set of scientific and reasonable standards has been formulated from production, processing to sales. Through continuous enhancement of scientific research investment, cultivation of improved varieties has been enhanced. The quality of crayfish product supply has improved the quality of agricultural products supply in Jiangnan Plain.

Through the use of the network, information technology and other means, the sales of crayfish products and the popularity and influence of the “Qianjiang Crayfish” public brand and related corporate brands have been greatly improved. It is conducive to accelerating the development and application of digital information technology in Jiangnan Plain.

3.2 The Soundness of the Macro-Control System

In order to promote the development of the crayfish industry and the implementation of the brand strategy, the Qianjiang Municipal Government has formulated a series of macro-control policies, including the formulation of long-term strategies, personnel training programs and various preferential fiscal policies. Qianjiang has established a set of macro-control system that is compatible with the high-quality development layout of Qianjiang City. The establishment of this system is in line with the high-quality development strategy of Jiangnan Plain, and it is conducive to promoting the high-quality development of agriculture and aquatic products processing industry in Jiangnan Plain.

3.3 Construction of Agricultural Development System

After 19 years of exploration, innovation and development, the Qianjiang crayfish industry has formed an industrialization pattern integrating farming, processing, catering services, cold chain logistics and festival culture. The industrialization pattern and the industrial chain are very complete. The establishment of the Qianjiang crayfish industry development system will help promote the construction of the Jiangnan Plain agricultural development system, realize the transformation of the agricultural development mode of the Jiangnan Plain from speed to quality, and further promote the optimization and development of the Jiangnan Plain economic and industrial system.

3.4 Development of an Open Economy

On the one hand, Qianjiang crayfish processing exports ranked first in the country for 14 consecutive years and exported to more than 30 countries and regions. It has become the largest export market for crayfish in China, and has achieved excellent results in the international market. On the other hand, the Qianjiang crayfish industry has strengthened international exchanges and cooperation in the cultivation of improved varieties, farming techniques and brand marketing. These aspects are conducive to improving the high-quality development of the open economy in the Jiangnan Plain.

4. Problems and Causes of the Development of Qianjiang Crayfish Industry and Regional Public Brand Construction

The Qianjiang crayfish brand building has made great achievements. However, because the brand building started late, there are defects in many aspects.

4.1 The Insufficiency of Platform Construction

The six major centers of Qianjiang crayfish have played a leading role in promoting the development of the industry. However, the solution to the cutting-edge problems of the industry and the practical integration of important links in the industrial chain of production, learning, research and marketing are not strong. The impact in the region and the province as a whole needs to be strengthened.

The technical foundation for the development of Qianjiang crayfish industry is weak. The technical guidance and promotion system of Qianjiang crayfish is not perfect. The basic research on crayfish is still not completed. The research and promotion of production and processing technology is insufficient. Some crayfish processing enterprises are lagging behind in production and processing technology. Therefore, the products are mainly processed in primary processing, and the value of products is low and the benefits are low. Qianjiang lacks the processing and packaging technology that transforms characteristic agricultural products into brands, and high-quality talents who master quality management technology are still lacking. It makes the scale, benefit and branding of deep processing of crayfish products insufficient. The value of regional public brands has not been fully tapped.

4.2 The Flaws of Brand Marketing

“Qianjiang crayfish brand market competitiveness is not strong. Effective brand promotion is insufficient. “Qianjiang crayfish” regional public brand construction started late. Brand value is not high. Marketing is not strong. Public brand's popularity and influence are limited.

From the perspective of Hubei Province, there is a lack of phased planning to achieve the orderly advancement of the Qianjiang crayfish public brand. Under the background of the provincial government's support for the construction and development of the public brand of Qianjiang crayfish, Jingzhou City and Jianli County are still vigorously developing Jingzhou crayfish and Jianli crayfish, and plan to build the brand of Jingzhou Crayfish and Jianli Crayfish. This poses a certain threat to the brand marketing and promotion of Qianjiang crayfish.

4.3 The Insufficiency of Industry Integration

Although Qianjiang City continues to strengthen industrial upgrading, enrich the brand culture, and realize industrial integration through sports events, festival activities, and combination of agriculture and tourism, there is a low degree of industrialization, processing and circulation. The development of the second and third industries is relatively slow, and there is insufficient integration with industries such as culture and tourism, which affects the competitiveness and sustainable development of the industry.

4.4 Poor Cooperation in Brand Building

For the construction of Qianjiang crayfish brand, the joint mechanism of government guidance, industrial coordination, enterprise initiative and consumer participation has not yet been formed.

As an important part of the construction of regional public brands of Qianjiang crayfish, the government is still insufficient in the formulation, implementation and guidance of public brand development strategies. The government lacks unified planning and comprehensive layout of agricultural brand public brand construction in the province. The government lacks long-term planning for the construction of the public brand of Qianjiang crayfish. So the business activities cannot be carried out normally, making it difficult to promote brand building.

The Qianjiang Crayfish Industry Association has not fully utilized its functions of organization, coordination and service. The current industry associations are mainly based on interest. They lack

formal and effective rules and regulations. They are not binding on members of the association, and have weak organizational and coordination capabilities. Although industry associations have registered collective or certification marks as public brands, they are unable to operate and manage public brands in accordance with market rules because they do not engage in specific production activities. The industry associations are absent from the establishment of the criteria for the admission of Qianjiang crayfish brands. Relevant enterprises can only produce and operate agricultural products according to their enterprise standards and national standards. The operation of public brands in agricultural products involves complex social network, and the differences caused by different interests of enterprises, industry associations are often unable to coordinate. This has led to the failure to implement the public brand management approach.

The government's support for Qianjiang crayfish processing leading enterprises is still insufficient, and it is impossible to encourage leading enterprises to integrate resources and promote the development of Qianjiang crayfish regional public brands. Small and medium-sized processing enterprises still lack in scale and standardized production of agricultural products, and cannot guarantee the stable supply of safe and high-quality agricultural products to the market, which is not conducive to enhancing the value of public brands. Some enterprises have insufficient motivation to participate in agricultural products expo, trade fairs and brand value evaluation activities. It leads to low exposure of products and brands, and corporate brands lack market reputation.

Consumers lack awareness of the public brands of agricultural products in Hubei Province, and have not actively participated in the construction of the regional public brand of Qianjiang crayfish. At the current stage, the construction of the regional public brand of Qianjiang crayfish is government-led and does not include consumer groups in public brand building. The low level of consumer participation is unable to further enhance the external popularity and market competitiveness of the public brands of the Qianjiang Crayfish.

5. Policy Recommendations for Promoting the Construction of the Regional Public Brand of Qianjiang Crayfish and the High-Quality Development of Jiangnan Plain

In view of the problems in the Qianjiang crayfish industry and brand building, the following recommendations will be made from the four perspectives of government, enterprises, industry associations and consumers.

5.1 The Strengthening of Government Functions in Brand Building

The government is the maker and manager of the laws and regulations for the construction of public brands in agricultural products, and the coordinators of various stakeholders. The Qianjiang government should focus on the construction of the regional public brand of Qianjiang crayfish, and must do a top-level design.

According to the characteristics of Qianjiang area's superior resources and the current popularity of the Qianjiang crayfish brand, the government shall formulate the overall planning, management methods and related policies for the construction of public brands and high-quality development of the Qianjiang Crayfish. Relevant departments should further improve, guide and implement the relevant systems and policies of Qianjiang Crayfish Quality Management System. The government needs to improve laws and regulations and increase the protection of public brand protection of agricultural products. The government should strengthen administrative law enforcement agencies, increase anti-counterfeiting efforts, improve regulatory efficiency, and optimize the development environment of the Qianjiang crayfish brand. The government actively guides and strengthens cooperation with various industrial sectors, and actively promotes the integration of various industrial sectors and the construction of public brands for Qianjiang crayfish.

Qianjiang City should introduce advanced talents in all directions to promote the high-quality development of crayfish enterprises. Relevant departments should continue to introduce the basic talents for the development of crayfish industry, strengthen the grassroots promotion of advanced crayfish breeding production technology, and further extend the crayfish processing industry chain. Through these measures, the overall quality of the Qianjiang crayfish industry will be promoted.

The government continues to support the construction of the crayfish industry platform and lead the high-quality development of various industrial chains. The government should continue to provide financial and policy support for the construction of the crayfish industry platform. All functional departments of the platform should strengthen exchanges with enterprises and grassroots farmers, and coordinate various industrial sectors. The platform actively leads the way for the high-quality development of the various industrial chains of Qianjiang Crayfish.

5.2 The Improvement of the Internal Mechanism of the Crayfish Industry Association

Industry associations should guide the members of the association to implement the relevant policies of the government on the construction of the regional public brand of Qianjiang crayfish, urge members to operate in good faith, act in accordance with the law, and abide by industry norms. Industry associations participate in the development of plan and brand standards of the Qianjiang crayfish brand. The association coordinates and manages the prices of public brand agricultural products within the association, and maintains a fair competition order. Industry associations should strengthen self-discipline coordination mechanisms to make information exchange and resource sharing among stakeholders more transparent.

Industry associations should actively organize member companies to participate in economic and technological cooperation and competition at home and abroad, and actively explore domestic and foreign markets. Industry associations strengthen the tracking and research on domestic and international agricultural products market and related laws, policies, and technical trade measures. The association should cooperate with relevant government departments, actively participate in the evaluation of professional institutions for agricultural product brand evaluation, and further enhance the brand value and brand influence of Qianjiang Crayfish.

The association should continue to strengthen the crayfish brand marketing methods of various channels. While developing exhibition marketing and online media marketing, it should actively expand other brand marketing channels, such as carrying out various cultural activities to enhance the cultural connotation of Qianjiang crayfish, etc.

The Qianjiang Crayfish Industry Association should also actively coordinate and communicate with other cities and counties in Hubei Province, strengthen cooperation in the crayfish industry in various regions, and jointly promote the construction of the “Qianjiang Crayfish” public brand while safeguarding the interests of all parties.

The Qianjiang Crayfish Industry Association should establish a management method for the public brand of the Qianjiang crayfish as soon as possible, establish and improve the agricultural product information network, and provide industrial policies, production management, scientific research technology, marketing and quality for the crayfish farmers, cooperatives and related enterprises. Through these measures, industry associations will better help member companies to do a good job in production and marketing.

5.3 The Strengthening of Corporate Functions in the Construction of the Regional Public Brand of Qianjiang Crayfish

Enterprises should effectively combine the public brands of “Qianjiang Crayfish” with the corporate brand to establish an interactive mechanism. On the one hand, enterprises should rely on the construction and development of the regional public brand of Qianjiang crayfish to promote the high-quality growth of corporate brands. On the other hand, the development of corporate brands can further enhance the image of the public brand of Qianjiang Crayfish and the high-quality development of the brand, and expand its market influence and reputation.

Enterprises should recognize that they play an important role in promoting the public brand value of agricultural products, that is, enterprises should jointly build public brand of agricultural products together with other stakeholders. The Qianjiang Crayfish regional public brand is a public property of Qianjiang and even the entire Jiangnan Plain. It is difficult for a company to complete the brand value improvement. Therefore, in addition to close interaction with government departments and industry associations, enterprises should also cooperate with other companies, and jointly build a public brand of Qianjiang crayfish.

5.4 The Increase of Consumer Participation in the Construction of the Regional Public Brand of Qianjiang Crayfish

When consumers participate in the construction of agricultural public brands, they can collect more agricultural public brands and corporate brand information through brand experience and information exchange with enterprises. This can help consumers eliminate products that do not meet demand and reduce the cost of money when selecting agricultural products. At the same time, it can also help stakeholders of agricultural product public brands to adjust brand positioning and improve product perception quality according to consumers' participation and interaction opinions. By improving the enjoyment value, experience value and relationship value of agricultural public brands, we can better meet consumer demand. In the process of customer information collection and purchase decision-making, positive word-of-mouth communication among consumers plays an important role. Therefore, it is of far-reaching significance to actively guide consumers to participate in the construction of Qianjiang crayfish brand.

The government and relevant industrial sectors should take effective measures to encourage consumers to actively participate in the construction of the Qianjiang crayfish public brand, and actively provide consumers with interactive platforms and opportunities to attract more customers to participate in the construction of Qianjiang crayfish brand. In the positive word-of-mouth communication, we will jointly create and enhance the brand value, so that the whole society can form an atmosphere of joint participation in the construction of Qianjiang crayfish brand.

6. Conclusion

After decades of development, the Qianjiang crayfish industry has become the most representative agricultural industry in Qianjiang and even in the entire Jiangnan Plain. The high-quality development of the Qianjiang crayfish industry can play a role in demonstrating and promoting the development of other characteristic agricultural industries in the Jiangnan Plain than before and will improve the quality of agricultural supply, the construction of macro-control system, and the optimization and opening of the agricultural development system in Jiangnan Plain. At the same time, the development of the Qianjiang crayfish industry and the construction of regional public brands still have problems such as weak industrial platform foundation, insufficient brand marketing, and insufficient industrial integration. Qianjiang must focus on the high-quality development layout of Hubei Province and the construction plan of high-quality demonstration area in Jiangnan Plain, and strive to build a high-quality industrial platform, diversified brand marketing model and more fully rational industrial integration.

In the “high-performance development and new kinetic energy system” of Hubei Province with “one core drive, two belt support and three zones synergy”, the Jiangnan Plain area represented by Qianjiang River is a key component of the three-zone synergy. On the one hand, the high-quality development of Jiangnan Plain plays a particularly important role in improving the efficiency of Hubei's high-quality development layout. On the other hand, the high-quality development of Hubei's overall economy and society will influence the economic and social development of the Jiangnan Plain. The two complement each other and promote each other. The construction of the Qianjiang crayfish industry and its brand will have a long-term and profound impact on the high-quality development of the agricultural industry economy in the Jiangnan Plain and the high-quality economic and social development of Hubei Province, which deserves our continued attention.

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