

Review of Brands Economic Theory in China

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Abstract. Through literature review and assessment, analyzing the history and current situation of the economic theory of domestic brands, the author discovered the problems and potential research directions in order to provide a reference for subsequent research. The paper summarizes the research of domestic brand economic theory a year from two aspects of production and research based on China CNKI.Net source database. Through analysis, the author found that the amount of literature on domestic brands economic theory wavy rise. The topics include brand economic concepts, economic development strategy and brand strategy, brand regional economic development mode, the internal mechanism of the regional economy and the path of brand. The author summarized that the presence of this field research method is less diverse which needs to be expanded to deepen the problem. It should be targeted for future improvements to further enhance the quality of research results.

Introduction

After 30 years of steady and rapid growth, China's economy began to enter the fast-growing economies in the new normal phase. Relying on the traditional comparative advantage to bring the region's economic growth momentum is also changing. In the new economy, regional economic growth needs to rely on more comprehensive competitive advantage, to create regional brand is an important source of competitive advantage. Brand promote regional economic growth model of regional brand economy has become a new hot spot areas for regional economic research. In order to grasp the situation and characteristics of domestic research in this field, the author intends to collect on the basis of the literature on economic theory research to expand our brand review, and make recommendations for its shortcomings, hoping to help the future of research.

Literature Sources and Output Trends

In this paper, China CNKI.Net source database as a data source, are set Title / Keyword = "brand economy" as the search expression, select the "exact" matching search. To ensure the integrity of the documents obtained, the author is not limited to the time when retrieving article was published, the search date March 26, 2016. To sort the search results, excluding reports, communications and Submission, included repeated phenomenon, finally obtained the relevant literature 92, as shown in Table 1 below:

Table 1 Literature output on Theoretical Study of Economic of domestic brands from 1999 to 2016

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007
Quantity	1	5	4	6	18	20	66	118	93
Year	2008	2009	2010	2011	2012	2013	2014	2015	2016
Quantity	81	77	73	51	42	26	52	45	12

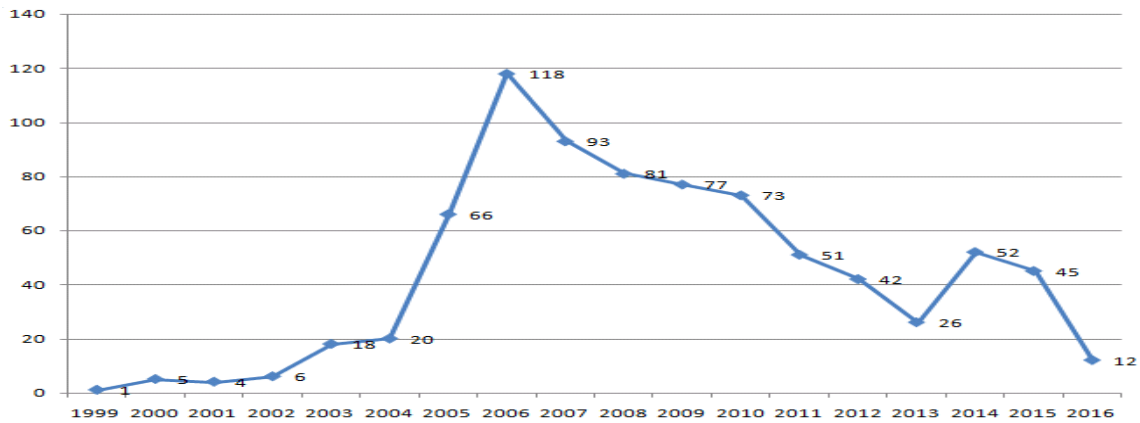


Figure 1. Literature output on Theoretical Study of Economic of domestic brands from 1999 to 2016

Fig. 1 shows that the domestic research on the brand economic theory began in 1999 with the wavy upward trend on number of document output. Among them, the first four years of posting is in small amounts. But in 2004, it ushered in the rapid growth of the situation, and in 2006 it reached the first peak. There was a substantial decline on the amount issued after 2011. This phenomenon indicates that the brand economic study attracted the attention of scholars, but also they didn't pay sufficient attention to this issue stability.

The Analysis on Research Content

Through the classification of all the relating literature, the authors found that the domestic scholars mainly focused on brand economy concepts, brand strategy and economic development strategy Regional Economic Development Model of Brand, the internal mechanism and paths of regional brand economy the four themes of economic brand theory. Theoretical brands economy study of domestic scholars began in the late 1990s, and the brand theorists have conducted studies to economics principles and methods as the basis for the regional economy as the research object to brand theory as a guide. Such research and applied research formed a complementary and mutually promote through the results.

Defining the Brand Economy-related Concepts. According to the existing literature, some scholars in China began to study the brand economy in 1999. Mingzhen Liu, Riyao Sun, Jinghui Xie made representative definitions on brand economy. Mingzhen Liu [1] made the first systematic study on brand economy deeply. Riyao Sun studied on the task of brand economics, objects and several problems. Leiyin Feng and Tianfang Qian [2] (2004) considered "brand economy is a certain stage of the product by the development of productivity and the market economy, which based on the core brand integration of various economic factors and led the overall economic operation of a market-economy advanced stage form including single enterprise brand operation, the overall market level of brand operation and regional economies of the three components.

Although the scholars above focus different definition of brand economy, but they all described the connotation of the brand economy taking brand economy as a brand advanced economic form. Scholars agreed the brand economy is the sum of product brands, corporate brand, industry brand, regional brand and other brands of the economy rather than a single brand of a certain economy. For the connotation and extension of brand economy, scholars have reached a basic consensus view.

Economic Development Strategy and Brand Strategy. Brand economy has become a strategic choice of the regional economic development. Many scholars studied on regional economic development from a strategic point of view. Some scholars put forward countermeasures and suggestions of different regional brand of economic development from the perspective of the development strategy. Deguo Zeng [3] (2007) researched on the Three Gorges Reservoir brand development strategy and Jinlian Wang, Bohui Yan [4] (2010) studied on Langfang brand building

and maintenance strategies.

Regional Economic Development Model Brand. Research on regional economic development model of the brand has now achieved a very fruitful result, which is the key content of brand economy research. Currently, researchers are more concerned about the study on the better development of regional brand economy as Pearl River Delta, Yangtze River Delta and Beijing-Tianjin Bohai Sea ring as well as Guangdong, Wenzhou, Qingdao, Shanghai and other cities. In addition, a number of scholars research on the regions brand economy model of less developed area.

Jianbo Zhou [5](2009) believed that China's Pearl River Delta, Yangtze River Delta and Beijing-Tianjin Bohai economic circle of regional brand are the most significant effects of the three regions. He analyzed the regional brand strategy competition mechanism of Guangdong Province, and summarized that the brand is the main force of rapid economic development of the corporate brand and economic effect of regional industrial clusters brand reflection. Meanwhile, he made economically sustainable competition leading brand strategy mechanism. WeiWang, Gangping Feng [6](2011) analyzed and summarized the four stages of the PRD which has obvious turning point in the development of original brand combing the PRD original brand development context.

Zhenkui Lv [7](2013) studied on how to deepen the brand of Quanzhou's economic development and promote the transformation of economic development in Quanzhou with the strategy of insisting on the implementation of scientific and technological innovation and independent innovation, information technology and other ideas. Lei Jiang [8] (2014) focused on the status of economic development in the North brand of Qingdao City for the existing problems and proposed to speed up the brand leap economic development countermeasures and suggestions.

In addition, some scholars studied on the underdeveloped areas, the western region and the county's brand economic development. Qiong He [9] (2013) studied on underdeveloped Areas brand model of economic development and focused on four models of economic development - leading brands type, brand-led, industry-led brand and regional brand-oriented according to the definition of brand economy, brand connotation and brand market appeal and integration of resources.

Internal Mechanism and Route of Regional Brand Economy. Study of Internal Mechanism and Route regional brand economy further deepens brand economic theory. Scholars used a variety of research methods and quantitative analysis and enriched the study regional brand economy. Jianbo Zhou, ShengNan Liu [10] (2014) studied on endogenous mechanisms brands based on the new theory of economic growth for the economy , which included the research of department knowledge goods and final goods sector between consumer goods requiring sufficient durable capital goods storage and overflow of an intermediate authorities. Yunhua Luo [11] (2011) considered mechanisms by promoting regional economic growth brand is conducive to optimizing the allocation of regional resources, the formation of regional competitive advantages, promote the rapid development of regional economy.

From the above literature, domestic studies on brand economy is still in its infancy as the short history of the brand of economic development and no adequate theoretical accumulation. Although brand economic theory is not much, the pace of development is fast, which has the following trends or features: Brand Economic research focused on the application level while the academic research on brand economy is lagging behind; theory of brand economy was far behind the practice of brand economy; economy brand research focused on urban brand economy, and it was less for other types of brand regional economic research; research is not limited to the "area" of the general Discussion on the concept of the problem showing a breakdown of the trend.

Conclusions and Research Recommendations

After 10 years of exploration and accumulation, domestic scholars have discussed different perspectives on a range of issues and dimensions of the brand of economic theory setting up the basic theoretical reference - practices - Empirical validation of research ideas, and had forward trend from qualitative research to quantitative research. These results have a good role in promoting

a new way for the transformation of the brand of economic theory research paradigm for the construction of economic theory. But overall, the domestic research in this area is still in the initial stage of exploration, which contains many aspects. Overall, the regional brand economic research has obviously insufficient and addressed theoretical problems which to be improved as following

A Clear Definition of Complete Regional Brand Economy. For brands, regional products, brand economy the research has been very rich, but for the brand regional brand, the concept of brand economy there are many different opinions. Therefore, a clear brand, regional brand, the exact meaning of the brand economy is the one we should solve as the first basic questions in the study.

Lack of Reserach on Basic Theory and Internal Mechanism without a Complete Theoretical System. Although there are many existing theoretical research on brand economy, most studies only stay in the description stage of brand of economic phenomena and the economic development of the brand without the internal mechanism mechanisms and a complete theoretical system lacking of quantitative research.

Lack of Economic Research Tools and Methods of Quantitative Research for the Regional Brand Economy. The economic development of Brand merely stays in descriptive analysis stage and only a few scholars made a certain amount of quantitative research on regional brand economy (such as Jinghui Xie, Huajun Liu and Lihui Sun, etc.). Most qualitative research knowledge is typical to the brand economic model. These studies provided the basis for quantitative research, on which the establishment of quantitative tools and methods for a regional brand of economic development is an important direction for future regional brand of economic research.

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