

Study on Brand Construction of Ginseng in Changbai Mountain

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Keywords: Changbai Mountain ginseng; Brand; Jilin province

Abstract: As an important characteristic agricultural product in Jilin Province, Changbai Mountain ginseng has become an indispensable raw material for Chinese medicine industry and food processing industry by virtue of its superior resource conditions and product quality. Based on the analysis of the present situation and existing problems of Changbai Mountain ginseng brand, this paper puts forward corresponding countermeasures.

1. Present situation of Changbai Mountain ginseng brand construction

1.1 Development status of ginseng in Changbai Mountain

Ginseng industry is a characteristic resource industry and strategic emerging industry in Jilin Province. Ginseng has been widely used in the fields of traditional Chinese medicine, health care products, food and other industries in health nourishment. So far, 134 products from 37 enterprises have been allowed to enter the Changbai Mountain Ginseng brand[1] in 2017, an increase of 4 households and 18 products compared with 2016; the annual conversion of raw materials of the brand enterprises is over 4500 tons of ginseng, more than 300 tons compared with 2016; In the top 100 list of "2017 regional public brand value of Chinese agricultural products", "Changbai Mountain Ginseng" brand ranked first with 19.048 billion yuan of brand value. At the 2nd China Agricultural Products E-Commerce Summit, Changbai Mountain Ginseng regional public goods brand entered the top 50 of China Agricultural Products Network brand with 24th place. "Changbai Mountain Ginseng" brand reputation is rapidly improving, and "Changbai Mountain Ginseng" is entering the public vision.

1.2 Empirical analysis of consumers' awareness of Changbai Mountain ginseng brand

This survey is mainly conducted by means of online questionnaires, and the title of the questionnaire is "Changbai Mountain Ginseng Brand Questionnaire". 95 valid questionnaires of 121 questionnaires have been collected. These questionnaires have been popularized through online platforms such as micro-blogging, micro-mail and QQ, and the filling-in area involves Zhejiang, Jiangxi, Anhui, Jilin, Guangxi, Yunnan and other provinces, among which Jilin province is the majority. The questionnaire contains 16 topics. The questionnaires aims to understand the understanding degree and channels of Changbai Mountain ginseng among different consumers, as well as the factors affecting their purchasing.

According to the statistics of valid questionnaires, the comprehensive level of consumers' understanding of Changbai Mountain Ginseng is relatively shallow: only 6.06% of the respondents have a deeper understanding of Changbai Mountain Ginseng; 12.12% have never heard of Changbai Mountain Ginseng; 42.42% have a slight understanding; 39.39% of the respondents did not understand, but had heard of it.

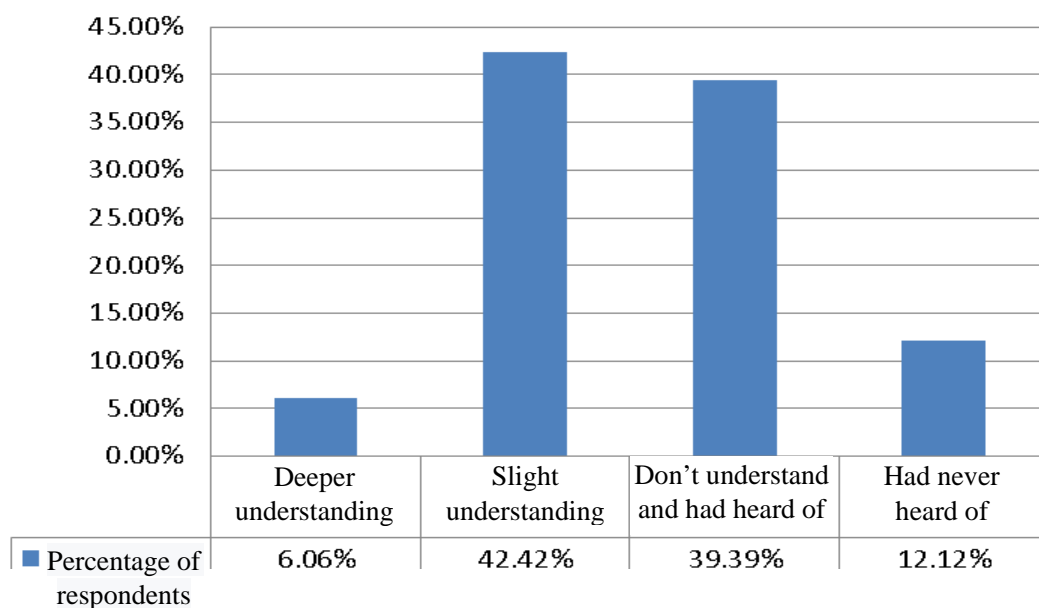


Figure 1 Respondents' understanding of Changbai mountain ginseng

In terms of access to information, more respondents obtained information through the Internet and TV, accounting for 51.12% and 56.06% respectively; but 24.24% said they had never been exposed to relevant information. Through the interviews of these groups, we found that most of them were women between 20 and 30 years old, and believed that ginseng products were more suitable for middle-aged and elderly men.

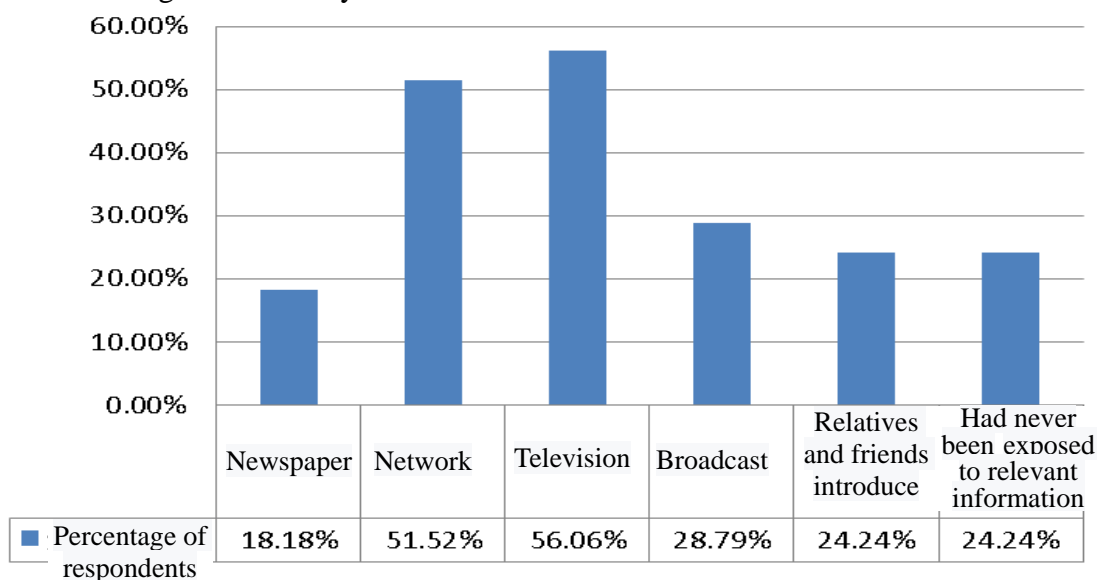


Figure 2 Channels for interviewees to obtain information about Changbai Mountain ginseng

From the analysis of consumers' understanding and channels of Changbai Mountain Ginseng, we know that the vast majority of the population in China know little about Changbai Mountain Ginseng, and a considerable number of consumers lack the awareness of consuming ginseng products. To develop this kind of people as the main consumers of Changbai Mountain Ginseng, we need to rely on television and network the two large platform for guidance. Based on the questionnaire, the author understands the factors that consumers are concerned about in the process of making purchase decisions.

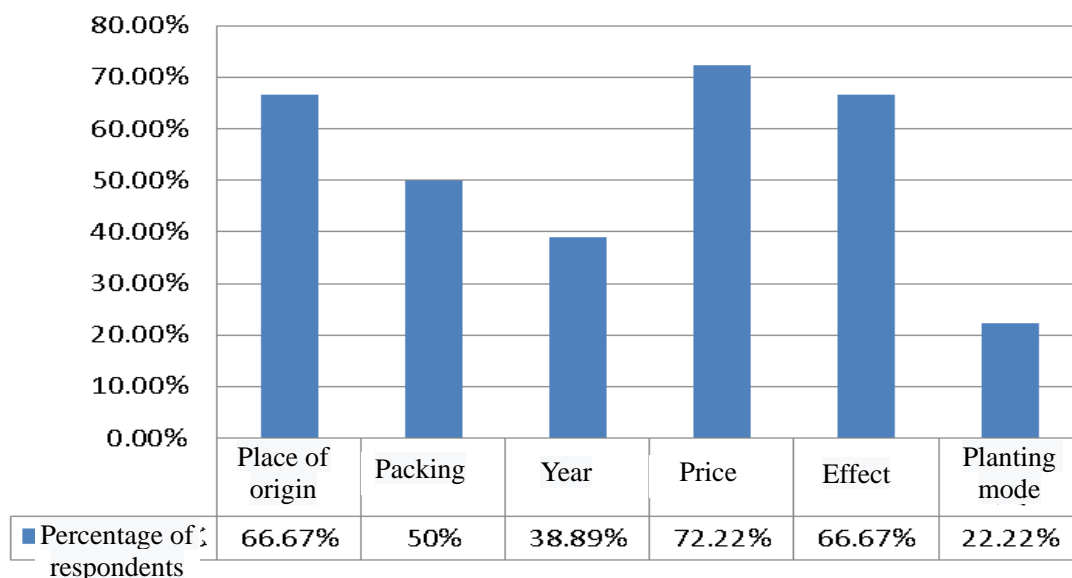


Figure 3 Factors influencing the respondents' purchasing decisions

Thus it can be seen that Changbai Mountain ginseng want to occupy a place in the market, and build the "Changbai Mountain Ginseng" brand with vitality. It can be seen from the table, consumers attach great importance to the origin of ginseng, for this, we can take "Changbai Mountain" as the topic to enrich the brand connotation with the origin, so as to promote the joint development of the origin and brand construction.

2. Existing Problems of Changbai Mountain Ginseng Brand Building

2.1 low scientific and technological content of products

2.1.1 Product development

China is a big ginseng planting country. As the main ginseng producing province, Jilin Province still mainly sells raw materials, accounting for about 80% of the total output; about 15% of the total products enters market as Chinese patent medicines and health care products, seriously lagging in product development. South Korea, the United States, the United Kingdom and other countries are more advanced than China in technology, equipment, management and other aspects. They have been in the forefront of the world in the development of ginseng functional food, and have developed more than 600 varieties of ginseng products, which occupy a large share in the international market, while the development of ginseng products in China is relatively single^[3]. Many ginseng products with large market demand also need to be imported from abroad.

2.1.2 Product circulation

In the process of packing, transporting and selling of ginseng products, due to the low degree of market standardization and scientific technology, counterfeit and inferior products emerge in an endless stream, and product quality and effect are difficult to be guaranteed, then product quality problems are difficult to be traced and accountable, and the anti-fake and against fake measures of relevant departments cannot be implemented. Therefore, it is imperative to use technology to protect products and assist relevant departments to carry out quality supervision.

2.2 The concept of "medicine and food are homologous" of ginseng is weak

In China, people do not really recognize the role of ginseng in medicine and food, and do not attach much importance to the nutritional value of ginseng. It was not until 2012 when the state issued relevant policies that "ginseng" was found in the new resource food field. So far, many Chinese still think that ginseng is not suitable for daily consumption, most of which are used to extract medicines to treat certain diseases. Insufficient consumption demand seriously restricts the

development of Changbai Mountain ginseng brand construction.

2.3 Lack of overall planning in brand construction

All counties and cities in Jilin Province have Changbai Mountain Ginseng brand. Because enterprises pay more attention to the propaganda of Changbai Mountain Ginseng brand when using Changbai Mountain Ginseng brand, in order to maximize the interests of enterprises, thus neglecting the overall brand building. At the same time, enterprises do not have a common interest and motivation to maintain^[4], which can not drive them to do their best to maintain, so it is hard to set up the original intention of the brand initially. As the overall planner of regional brands, the government lacks practical experience of brand operation and market economy. As an important bridge connecting the government and enterprises, trade associations usually do not have enough motivation and resources to maintain.

2.4 Fewer leading enterprises are difficult to form advantageous brands

In the construction of Changbai Mountain ginseng brand, leading enterprises are also an important body. Such as Hunchun Huarui Shenye Bioengineering Co., Ltd., Jilin Zixin Pharmaceutical Co., Ltd., Kangmei Xinkaihe Pharmaceutical Co., Ltd., Changbai Mountain Huangfeng Shenye Co., Ltd. belong to the leading enterprises in ginseng industry, but for a long time, this kind of excessively promote their own brands, ignoring the regional brand publicity of Changbai Mountain ginseng, leading to the separation of ginseng industry, but also reduced the overall brand advantage of Changbai Mountain ginseng.

2.5 Contents and ways of brand publicity are not rich enough

The combination of online and offline marketing is a way for many enterprises to promote their products, Changbai Mountain ginseng also has relevant official or unofficial websites, web pages online. Both the government and enterprises have failed to give full play to the effects of cultural resources and tourism resources in Changbai Mountains in terms of brand connotation and promotion^[3]. Simple use of ginseng as a selling point of product publicity has led to a hollow brand connotation and unstable brand personality building, resulting in that the public consumers' awareness and recognition of Changbai Mountain ginseng brand image is not enough.

Changbai Mountain ginseng brand is a brand shared by enterprises, and its rights and responsibilities are unclear and its management is difficult. At the same time, some enterprises lack the motivation to maintain the brand building. Everyone is independent, and pursue to maximize their own interests, resulting in frequent behaviors that damage to the brand image. At present, the government lacks clear and feasible punishing mechanism and legal basis for irregularities.

3. Strategies for Changbai Mountain ginseng Brand Construction

3.1 Increase R & D investment and improve the technological content of products

3.1.1 Product development

Since the 1970s, the research and development of ginseng products in China has made rapid progress, but there is still a gap compared with Korea and Japan. Therefore, on the basis of increasing investment in scientific research, we must innovate the scientific research system, establish and perfect the innovative research and development system, concentrate the resources of the whole province, accelerate the research and development of science and technology, speed up the promotion of technology and the transformation of research results, allocate resources, make use of highly educated personnel, cash equipment and facilities, and good technology platform. Strengthen the training of scientific and technological personnel, cultivate technology to improve the core of the overall brand building foundation, and accelerate the transformation of scientific and technological achievements into applications of ginseng.

3.1.2 Product circulation

Strengthen the product quality and safety supervision of Changbai Mountain Ginseng brand, develop the product quality and safety traceable system of Changbai Mountain Ginseng brand, use modern information means, adopt code-building anti-counterfeiting technology, realize the whole process supervision of planting, processing, storage, transportation and sales, and realize the inspection and quality traceability of planting and processing and other links of the consumption terminal products with quality and safety problems.

3.1.3 Strengthen the concept of "medicine and food are homologous"

In recent years, the pharmaceutical utility of ginseng has been recognized by consumers, and its value as a food has not been fully appreciated by the market. Therefore, we should strengthen and publicize the concept of medicinal and food are homologous, build a diversified product line of "Changbai Mountain Ginseng" and develop daily necessities or foods close to consumers' lives, such as ginseng drinks, ginseng wine, ginseng tobacco, etc. Guide consumers to gradually recognize ginseng as daily health food, and take it as power to drive the development of regional economy.

3.2 Overall planning of brand construction

As for the overall planning of brand construction, the government should be able to make a good overall plan, and formulate business rules for the industry while giving market space and power, so that all operating enterprises can exercise their power within the scope of the law, so as to effectively reduce the illegal behaviors in the development process of the brand. Assist the government in the exercise of its functions and rights, support enterprises in various aspects in the development of brand construction, and give technical guidance in the production of ginseng by participating farmers, so as to strengthen the connection of various organizations.

4. Vigorously develop leading enterprises and form brand advantages

In the international ginseng market, the competition between enterprises is often presented through the way of the fierce competition among the leading enterprises in the processing and sales markets. Changbai Mountain Ginseng wants to break through the shackles of the existing green fortress, it is necessary to create a number of high-tech and internationally competitive enterprises by further improving the production base in terms of capital, technology and personnel, so as to promote the modernization, standardization and standardization of the industry and build a world-class ginseng trading market.

5. Incorporate Regional Characteristics and Innovate Propaganda Methods and Contents

Changbai mountain ginseng has rich cultural connotation and long history. Through in-depth exploration and inheritance of the cultural connotation of Changbai Mountain ginseng, it can inject cultural connotation into the brand and help to create the unique regional brand image of Changbai Mountain ginseng in Jilin province. In the way of publicity, the Changbai Mountain Ginseng Cultural Festival can be used as a platform to publicize the ancient culture of Changbai Mountain ginseng through the recall of history and the display of folk customs.

6. Improve relevant laws and regulations

The government and relevant departments have built up a sound system and mechanism to support the implementation and development of standards with the system. To formulate a trademark registration system so as to further clarify and effectively protect the trademark owner's right of use and independent management of trademarks; to provide legal support for applying collective trademarks for regional brands and regional protection of origin to prevent foreign enterprises from encroaching on or sharing regional brands from a legal point of view; the relevant departments have formulated and established a strict and standard regional brand licensing system,

and implemented it strictly in accordance with procedures, strengthened the collective management of brands, raised the threshold of brand access, and achieved source control.

Acknowledgements

⁰¹Dai Yundi, professor and Ph. D. of Jilin Agricultural University as a part-time teacher in Changchun Institute of Finance and Economics. ²Li Jing and others are teachers of Changchun Institute of Finance and Economics. 1. The project is numbered No. 2017JD34 by the Jilin Social Science Fund Project. 2. Jilin Provincial Education Department's "13th Five-Year Plan" social science research project, an empirical study on the regional brand construction of "Changbai Mountain Ginseng" from the perspective of consumers. 3. This project is funded by changcai KYTD201701.

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