

Research on the Cultivation Paths of Geographical Indication Industry in Ganzi Prefecture from the Perspective of "Holy Ganzi" Characteristic Brand

Jing An¹

¹ Sichuan University for Nationalities, Kangding, Sichuan, China

ABSTRACT

The "Holy Ganzi" brand has become one of the top ten regional public brands for agricultural products in Sichuan Province. There are 40 enterprises authorized to use the trademark, covering 103 types of products. This study focuses on the advantages of the "Holy Ganzi" regional public brand and the current situation of geographical indication protection in Ganzi Prefecture, analyzes the problems, reasons, and research paths in the protection of geographical indications in Ganzi Prefecture, and explores the branding governance strategies of geographical indications there under the perspective of the "Holy Ganzi" characteristic brand, in order to promote the healthy development of the geographical indication industry in Ganzi Prefecture.

Keywords: "Holy Ganzi" characteristic brand, Geographical indication industry in Ganzi Prefecture, Cultivation.

1. INTRODUCTION

The Ganzi Tibetan Autonomous Prefecture in Sichuan Province is a major component of the five major pastoral areas in northwest Sichuan, the largest grassland pastoral area in Sichuan, and an important grassland livestock husbandry production base. This area, known as "the last pure land on the blue planet", is one of the regions in the world with the most complete natural ecology, the most vertical distribution of climate vertical belts and animal and plant resources. It is also an important natural species gene bank in China, the largest barley grain production base, local traditional Chinese medicinal materials base, edible mushroom export base, off-season vegetable base, and characteristic agricultural product base in Sichuan.

The "Holy Ganzi" brand has become one of the top ten regional public brands for agricultural products in Sichuan Province. There are 40 enterprises authorized to use the trademark, covering 103 types of products. A large number of characteristic products have gone out of Sichuan and spread to the whole country, and are exported to the international market. The "Holy Ganzi" series of characteristic agricultural products has become a

famous business card of agricultural products in Ganzi Prefecture. This paper will focus on the construction of the "Holy Ganzi" characteristic brand.

2. OVERVIEW OF GEOGRAPHICAL INDICATION AND REGIONAL BRAND OF AGRICULTURAL PRODUCTS

Geographical indication, also known as origin indication (or name), is defined in Paragraph 1, Article 22 of the Agreement on Trade-related Aspects of Intellectual Property Rights (hereinafter referred to as the TRIPS Agreement) as: "It indicates that a commodity originates from a member territory or from a region or place within that territory. The specific quality, reputation, or other characteristics of the commodity are mainly related to the geographical source". The revised Trademark Law of China in 2001 also added provisions on geographical indications. Paragraph 2, Article 16 of the law stipulates: "The geographical indication referred to in the preceding paragraph refers to a mark indicating that a certain commodity originates from a certain region and that the

specific quality, reputation, or other characteristics of the commodity are mainly determined by natural or human factors in that region." From the TRIPS Agreement and the Trademark Law of China, it can be seen that the definition of geographical indication is basically the same: Geographical indication is a symbol that indicates that a certain commodity originates from a territory or a region within that terrain, and the specific quality, reputation, or other characteristics of the product are mainly associated with that geographical source. The Civil Code defines geographical indication as one of the objects of intellectual property. Geographical indications are mainly protected in China through the following three modes: The first is to protect them by registering them as certification marks or collective marks; The second is to protect them through protection for geographic indications (PGI); The third is to protect them through agricultural product geographical indications (AGI).

On January 15, 2020, China and the United States signed the Economic and Trade Agreement between the Government of the People's Republic of China and the Government of the United States of America, i.e., the China-US First Phase Economic and Trade Agreement, in Washington, D.C., which includes three geographical indication clauses. On January 29, 2020, the United States, Canada, and Mexico signed the United States-Mexico-Canada Agreement (USMCA). On September 14, 2020, China and the European Union signed the first bilateral agreement on geographical indication protection, the Agreement between the Government of the People's Republic of China and the European Union on Cooperation on, and Protection of, Geographical Indications, known as the China-European Union Geographical Indication Agreement. On September 16, 2021, China officially applied to join the CPTPP (Comprehensive Progressive Trans-Pacific Partnership) that embodies the United States model of geographical indication protection.

Based on the Research Report on the Development of Chinese Agricultural Product Brands released by the Ministry of Agriculture, a brand is the result of the fusion of names, graphics, and symbols, mainly to make products stand out and attract consumer attention.[1] The concept of regional brands for agricultural products can be roughly divided into two categories based on the research results of Chinese scholars. The first category is the concept of geographical indications, which refers to the use of geographical indications

to represent regional images in the process of building regional brands for agricultural products.[2] The second category is the concept of industrial clusters, which means that based on industrial clusters, industry leaders, growers, industry associations, and other entities jointly create regional agricultural product brands.[3]

3. THE CURRENT SITUATION OF GEOGRAPHICAL INDICATION PROTECTION IN GANZI PREFECTURE AND THE REGIONAL PUBLIC BRAND OF "HOLY GANZI"

The features or characteristics of a geographical indication product or commodity depend on the natural or cultural factors of the place of origin, which is not only an inherent attribute of geographical indications, but also a key factor in determining the richness of geographical indication resources. A total of 175 products have been certified as "Three Products and One Standard" for agricultural products in Ganzi Prefecture, 17 counties have been certified as places of origin of pollution-free agricultural products, and the production base covers an area of 1.15 million mu. A characteristic agricultural industry base of 833,900 mu has been built, including 204,300 mu of fruits, 215,800 mu of vegetables, 140,400 mu of rapeseed, 102,000 mu of black barley, 77,500 mu of purple skin potatoes, 70,400 mu of traditional Chinese medicinal materials, 14,500 mu of edible mushrooms, and 9,000 mu of tea and flowers. A forestry characteristic industry base of 1.0176 million mu has been built, including 549,000 mu of walnut base, 277,500 mu of Sichuan pepper base, 167,100 mu of Malus torangoades(Rehd.) Hughes raw material forest base, and 24,000 mu of other bases.

In recent years, the "Holy Ganzi" regional public brand has mainly launched "Ganzi water elutriation of Tsam-pa", "land of snow Malus torangoades(Rehd.) Hughes", "Daofu scallion", "Derong tree pepper", etc., which have won widespread favor in China and foreign countries, and the brand has gradually become popular. In 2017, "Holy Ganzi" became one of the 10 excellent regional brands publicly recommended by the Sichuan Provincial Department of Agriculture to the society for the first time.[4]

4. THE PROBLEMS, REASONS, AND RESEARCH PATHS OF GEOGRAPHICAL INDICATION PROTECTION IN GANZI PREFECTURE FROM THE PERSPECTIVE OF "HOLY GANZI" CHARACTERISTIC BRAND

4.1 The Problems in the Protection of Geographical Indications in Ganzi Prefecture from the Perspective of the "Holy Ganzi" Characteristic Brand

Firstly, the quantity of geographical indication agricultural products in Ganzi Prefecture is relatively small. Secondly, the characteristic brand value of "Holy Ganzi" is relatively weak. Thirdly, the degree of agricultural organization in Ganzi Prefecture is relatively low and the strength of agricultural leading enterprises is weak.

4.2 The Reasons for the Problems with the Characteristic Brand of "Holy Ganzi"

The first is the transportation location factor of Ganzi Prefecture. The second is the operational management factor of the Ganzi Prefecture Farmers Cooperative. The third is the competitiveness factor of agricultural product processing enterprises in Ganzi Prefecture. The fourth is the risk factor in the production and sales of characteristic agricultural products in Ganzi Prefecture.

4.3 The Conclusion of the Competitive Advantage Analysis of the Agricultural Product Industry in Ganzi Prefecture

The first is that the scale advantage of agricultural product cultivation in Ganzi Prefecture is not obvious. The second is that the yield and resource advantages of agricultural products in Ganzi Prefecture are not obvious.

4.4 Analysis of Purchase Intention for Shengjie Ganzi Agricultural Products

By conducting a binary logistic regression analysis on the sample data of consumers' willingness to purchase "Holy Ganzi agricultural products", it is found that factors such as monthly income, product quality, product brand, product marketing, and regional distribution of consumers have a significant impact on their willingness to

purchase "Holy Ganzi agricultural products". However, the impact of factors such as gender, age, education level, and occupation of consumers on their willingness to purchase "Holy Ganzi agricultural products" is not significant.

4.5 Analysis of Consumer Loyalty to the Brand of "Holy Ganzi Agricultural Products"

By studying the formation path of consumer loyalty to the "Holy Ganzi agricultural products" brand, the logical relationship of consumer loyalty to the "Holy Ganzi Agricultural Products" brand has been obtained.

The logical relationship evolves like: the regional environment of Holy Ganzi agricultural products - the perception of the quality of Holy Ganzi agricultural products - the consumer satisfaction of Holy Ganzi agricultural products - the consumer attitude loyalty of Holy Ganzi agricultural products - the consumer behavior loyalty of Holy Ganzi agricultural products. Therefore, it can be concluded that the hypothesis of the perception of Holy Ganzi agricultural product brand on consumer satisfaction has not passed the significance test, which indicates that consumers have weak brand perception of Holy Ganzi agricultural products and have no significant impact on consumer satisfaction. This indicates that the brand building level of "Holy Ganzi agricultural products" is insufficient and the brand experience provided to consumers is also weak, so the influence of consumer brand perception on brand loyalty is weak.

4.6 The Brand Construction of "Holy Ganzi Agricultural Products" Urgently Needs to Be Strengthened

By analyzing the moderating effect of consumer regional characteristics, gender characteristics, age characteristics, and income characteristics on the brand loyalty of Holy Ganzi agricultural products, it is found that none of these four characteristics affect the path coefficients of the structural equation model. This indicates that the regional environment of Holy Ganzi agricultural products and the quality perception of consumers towards Holy Ganzi agricultural products are still the main factors for consumer satisfaction. However, regardless of any characteristics, consumers have weak brand perception of Holy Ganzi agricultural products and have not had a significant impact on

consumer satisfaction. This result indicates that the brand construction of Holy Ganzi agricultural products urgently needs to be strengthened.

4.7 The Brand Premium Ability of "Shengjie Ganzi Agricultural Products" Is Not Strong

In the branding governance of regional trademarks for characteristic agricultural products in Ganzi Prefecture, through the measurement of the brand credit and the premium analysis of the "Holy Ganzi agricultural products" trademark, it is found that there is still a significant gap between the "Holy Ganzi agricultural products" trademark and the true brand, and the brand premium ability is not strong.

5. STRATEGIES FOR BRANDING MANAGEMENT OF GEOGRAPHICAL INDICATIONS IN GANZI PREFECTURE FROM THE PERSPECTIVE OF "HOLY GANZI" CHARACTERISTIC BRAND

Under the great influence of regional public brands, it is necessary to create excellent leading enterprises that are different from other products in the same category. Brand value is generated by the comprehensive consideration of the meaning, personality, quality, and characteristics represented by a brand.[5] In terms of brand building, Sun Riyao's (2015) brand engineering theory constructed a brand credit index model (TBC12.0) for trademarks. The brand credit index is calculated from 10 indicators, which can quantitatively measure the gap between trademarks and brands, and calculate the contribution of each indicator to trademark branding, providing a reliable theoretical basis for trademark brand building. These 10 indicators are: (1) Accuracy of target customers; (2) Singularity of profit commitment; (3) Contrariety of single profit; (4) Job orientation of brand building; (5) Durability of single profit; (6) Stability of terminal construction; (7) Sensitivity to category requirements; (8) Monosemy of registered trademarks; (9) Public credibility of media communication; (10) Transparency of quality information. Building agricultural product brands is an effective means of achieving agricultural development transformation and upgrading, which is also in line with the current trend of agricultural

globalization and can help farmers obtain more economic income.[6]

5.1 Branding Management Plan for Geographical Indications in Ganzi Prefecture

Brand engineering of accuracy of target customers believes that in the case of homogenization of product material benefits, only customers who can satisfy their emotional desires and are not sensitive to product prices are the target customers of this product. Brand economics has proven that only when the ultimate customer chooses this brand can the product have pricing power, which is also the fundamental goal of brand building. Therefore, it is necessary to test and rate the accuracy of the target customers of "Holy Ganzi agricultural products".

Brand engineering of singularity of profit commitment believes that after the target customers are determined, reducing their selection costs becomes crucial and the core lies in the commitment to a single point of profit for the product.

Brand engineering of contrariety of single profit believes that in the presence of strong competitors, it is not enough to only promise a single point of profit. The single point of profit of this product must be independent or opposed to competitors in order to more effectively reduce the selection cost of target customers and win in product competition.

Brand engineering of job orientation of brand building believes that brand building for a company or organization's trademark is a professional skill that requires a brand department and dedicated brand managers. The professional skills of a brand manager are brand engineering. The brand manager coordinates the work of the product development department, production department, and sales department, and is responsible for the entire process of product brand building.

Brand engineering of durability of single profit believes that in order for a brand to grow, strengthen, and last longer, it is necessary to ensure that the single profit point promised by the product is not only precise, but also long-lasting, which is also the secret to the success of a century old brand. Therefore, in the process of brand credit construction, the durability of product profit points is a very important factor and it is also the key to the long-term success of the brand.

Brand engineering of stability of terminal construction believes that the stability of sales terminals can effectively reduce the degree of interference that target customers may experience when making decisions to purchase products. If the sales terminal is not stable enough and frequently replaced, it will reduce consumer credit and satisfaction with the brand's products. The higher the stability of the terminal, the lower the cost of consumer choice and the higher the efficiency of choice. Therefore, it is necessary to test and rate the stability of the terminal construction of "Holy Ganzi agricultural products".

Brand engineering of sensitivity to category requirements believes that in the process of trademark branding, it is not enough to only promise a single point of profit, and consumer sensitivity to category requirements with a single point of profit is also very important. Brand economics research has shown that the more sensitive the target customer is to a single point of profit in the product, the higher the trust in the manufacturer, the greater the improvement in brand credibility, and the greater the impact on the actual sales volume of the product. The purpose of brand building is to transform non-essential items in daily life into emotional necessities.

Brand engineering of monosemy of registered trademarks believes that trademark registration is important in product branding, but more importantly, it is necessary to turn the trademark into a symbol of sustained demand in the minds of target customers. At this point, the monosemy of registered trademarks is very important because the ambiguity of registered trademarks can pose significant obstacles to consumer cognition and choice, thereby affecting recognition and dissemination efficiency, increasing consumer selection costs, and ultimately reducing the credibility of the product brand.

The public credibility of media communication refers to the credibility of target customers in promoting a product during the brand building process. Brand engineering believes that different communication modes have different credibility for consumers. If the news media actively and positively reports, the credibility of the product will be higher, while the credibility of commercial advertising-style promotion will be lower. For trademarks with high media communication credibility, the target customers will trust the commitments of the trademarks. For trademarks with low credibility in media communication, target

customers will not trust the commitments of the trademarks.

Transparency of quality information: Brand engineering believes that product quality is the core of a trademark's commitment to consumer interests. Transparency of quality information refers to the comprehensive, objective, and clear representation of product quality information, enabling consumers to accurately identify and judge the product and not using false or ambiguous information to induce or deceive consumers. Scholars such as Wang Desheng (2021) believed that brand stories are an important form of inheritance for time-honored brands,[7] telling good brand stories is one of the important ways to enhance consumer recognition, and brands that gain consumer recognition have higher brand competitiveness. Brand economics research has shown that trademarks with high transparency of quality information are reliable in terms of the profits promised to consumers, and the product's credibility is also high. Trademarks with low transparency of quality information are unreliable in terms of the profits promised to consumers, and their product credibility is also low.

5.2 Suggestions for Brand Construction and Management of "Holy Ganzi Agricultural Products"

First, the "Holy Ganzi agricultural products" promise to "shape the brand and return to the original flavor", allowing consumers to return to the true and original taste of Holy Ganzi agricultural products. Therefore, the profit commitments made by the products mostly belong to the material benefits of consumers, while the emotional benefits of consumers are relatively weak. Material benefits are short-lived and replaceable, while emotional benefits are long-lasting and difficult to replace. Brand economics research has shown that the durability of product management is not based on material benefits, but must be built on the emotional benefits of the target customer's persistent choice. Therefore, the Holy Ganzi Agricultural Products Association should strengthen the shaping of emotional benefits for products.

Second, due to the significant impact of counterfeit brands on the brand of "Holy Ganzi agricultural products", the Holy Ganzi Agricultural Products Association should strengthen supervision of market fraud, cooperate with market supervision and public security departments to investigate and crack down on counterfeit goods, and protect rights,

and timely promote and report on television, newspapers, and online media. At the same time, it is necessary to increase the transparency of the quality information of the products, as well as the anti-falsification of the trademark, and carry out extensive promotion to improve the recognizability of consumers for the products.

Third, the Holy Ganzi Agricultural Products Association not only needs to analyze and summarize the market sales situation of different grades of brand products, but also needs to conduct regular surveys and analysis of consumers in the market, deeply understand their preferences and ideas, and provide relevant products in a timely manner.

Fourth, the Holy Ganzi Agricultural Products Association should establish a dedicated brand manager to carry out a professional brand manager operation system, specifically responsible for product brand marketing and promotion, and strengthen coordination with relevant production departments.

Fifth, the "Holy Ganzi agricultural products" have not formed franchise chain stores or fully controlled terminals based on flagship stores, and product sales mainly rely on retailers and e-commerce, resulting in unstable sales terminals. Therefore, the Holy Ganzi Agricultural Products Association should not only strengthen its contact with agents in various regions, actively distribute products, but also establish its own franchise chain stores or fully control terminals, gradually controlling sales channels. The brand building of agricultural products mainly includes several elements such as brand creation, brand promotion, brand management, market maintenance, quality supervision, mobilizing the enthusiasm of the main body, and government support.[8]

6. CONCLUSION

The enhancement of regional public brand value of geographical indication agricultural products is of great significance, but the development of regional public brands in China varies greatly, and the connotation, characteristics, and evaluation of regional public brand value still need further in-depth exploration. As one of the regions in the world with the most complete natural ecology, the most vertical distribution of climate vertical belts and animal and plant resources, Ganzi Prefecture is also an important natural species gene bank in China. The "Holy Ganzi" series of characteristic

agricultural products has become a famous business card of agricultural products in Ganzi Prefecture. This paper proposes a branding management plan for geographical indications in Ganzi Prefecture, in order to broaden the path of brand construction and ultimately enhance the regional public brand value of geographical indication agricultural products of "Holy Ganzi agricultural products".

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