

A Study on Place Branding Strategy of Characteristic Agricultural Products in Xinjiang Based on Brand Ecosystem

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Abstract

In the “the rural vitalization” strategy and the “Internet+Agriculture” background, basing on the regional characteristics of Xinjiang, implementing the regional branding strategy for specialty agricultural products is an important way to promote the transformation of Xinjiang’s agricultural supply from “scale and quantity” to “quality and taste” and achieve “accurate poverty alleviation” and “rejuvenation of rural areas” in the population of ethnic minority areas. Based on the analysis of the status quo of place brand construction of characteristic agricultural products in Xinjiang, this paper uses the methods of data collection and field research to analyze the evolution of regional branding of specialty agricultural products in Xinjiang based on the perspective of the brand ecosystem. And then, from the two aspects of the micro-management of enterprises and government’s macro management, the paper puts forward the countermeasures and suggestions for strengthening place brand construction of characteristic agricultural products in Xinjiang.

Keywords: brand ecosystem, Xinjiang, characteristic agricultural products, place branding

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INTRODUCTION

As a national agricultural province, Xinjiang has enriched its rich agricultural products with its vast geographical area and diverse climatic conditions. However, due to its location in the frontier and away from the mainland market, the problem of “difficult sales” of characteristic agricultural products has always plagued the development of Xinjiang’s rural economy, exacerbated poverty and population outflows in some areas, and eroded the ability to maintain stability in ethnic minority areas in Xinjiang. In recent years, regional brands have become the research hotspots of the marketing academics and the industry because of their significant radiation and driving effects on regional economic development. In particular, the proposal of the “rural revitalization” strategy puts forward new requirements for accelerating regional branding of agricultural products, promoting the transformation and upgrading of regional agricultural supply structure and promoting farmers’ income. Under the background of “rural revitalization” strategy, based on the regional characteristics of Xinjiang and implementing the regional branding strategy of characteristic agricultural products, it is to promote the transformation of Xinjiang’s characteristic agricultural products from

“scale, quantity” to “quality and taste”, and realize the “precise poverty alleviation” of population in ethnic minority areas in Xinjiang, and the “country’s rich and powerful” is an important way. Regional brand of agricultural products as a regional public resource (Ma 2010) is a combination of all relevant brands that a region provides to its consumers, and its formation and development process is considered a systemic issue (Rainisto 2003). Weng and Li (2016) pointed out that a regional brand of agricultural products with distinctive regional characteristics and many stakeholders is itself a very complex ecosystem.

Based on this, this study uses data collection and field research methods to analyze the current status of regional branding of Xinjiang’s characteristic agricultural products, and based on the perspective of brand ecosystem, the paper further analyzes the evolution process of regional branding of Xinjiang’s characteristic agricultural products. The internal and external driving factors and the participation mechanism of important interest members in the process of forming regional brand products of Xinjiang characteristic agricultural products were clarified, and the countermeasures and suggestions for strengthening the regional branding of characteristic agricultural

products were put forward from the two aspects of enterprise micro-management and government macro-management. In order to promote the further development of regional brand building of Xinjiang's characteristic agricultural products, it provides theoretical guidance and practical basis.

A SUMMARY OR RELATED RESEARCHES

Regional Brand of Agricultural Products

Foreign discussion on the regional brand of agricultural products is scattered in the relevant research of regional brands, and there is little targeted research (Yu and Li 2015). The regional brand of agricultural products is a high-quality agricultural product with geographical added value, which is a proof of the reputation and culture of the place of origin; it can increase the trust of consumers in the agricultural products in the region and reduce the transaction costs of regional agricultural products (Lee and Lee 2009), usually creating a positive regional image through differentiated marketing to improve consumer regional awareness and promote regional branding of agricultural products (Oliva and Paliaga 2012). At the same time, we must improve the product and brand geographic certification system to strengthen the protection of brand value (Uchiyama et al. 2017). There are many researches on regional brands of agricultural products in China, but most of them are based on case-based qualitative researches, and the definition of regional brands of agricultural products is also different. Most scholars believe that the regional brand of agricultural products is a collection brand of high-quality agricultural products with regional advantages, and its name is composed of "land name + product name" (Fan and Meng 2017), which is a combination of good regional image and regional agricultural products (Tu and Wang 2012). The regionalization of agricultural products is an inevitable outcome of the process of agricultural marketization. It has become the main way to lead farmers to become rich, promote the sustainable and healthy development of the agricultural economy, and promote local economic prosperity (Hu and Wang 2010).

Research on Brand Ecosystem

Kotler and Gertner (2002) and other people put forward the brand life cycle theory and believe that the development of the brand is a process from initial creation, growth, maturity to final demise. It is continuously co-evolving with many stakeholders and internal and external environments, and finally forms a complex business ecosystem (Moore 1996). During the

same period, Aaker (1996) and other people introduce the concept of "brand ethnic group" to form a preliminary brand ecological theory system. A strong brand of activities covers the entire process of value creation from the original design concept to the final consumer brand experience, and the internal and external environments in which all stakeholders and brands rely to form constitute a complex brand ecosystem (Mackalski and Belisle 2015). Chinese scholar Sun (1996), for the first time, introduced the concept of ecosystems in corporate research. Wang (2000) introduced ecosystem theory into brand management research, put forward the theory of famous brand ecosystem, and discussed in detail the system operation mechanism and competition level and intensity of brand-name ecosystem. Later, Wang (2006) further elaborated the structure and complexity of the brand ecosystem, and the brand ecosystem is divided into individual brand ecosystem and overall brand ecosystem. Among them, the individual brand ecosystem depends on the overall brand ecosystem. Zhang (2013b) pointed out that the formation of the brand ecosystem depends on four aspects: co-evolution, two-way interaction, the status and role of the brand, and the ecological essence of the brand problem. Zhang (2013a) believed that the brand ecosystem consists of brand individuals, brand populations, brand communities and brand eco-environment, and brand analysis, and based on the brand ecosystem perspective, we should also consider these four aspects.

The regional brand ecosystem and the cluster brand ecosystem all belong to the category of the overall brand ecosystem. It is of practical significance to use the brand ecology theory to explore the formation mechanism of regional brand of agricultural products (Weng and Li 2016). Wang et al. (2015) analyses the formation mechanism of regional cluster brands and divides 10 factors that have a key influence in the process of cluster brand formation from the perspective of brand ecosystem. Weng and Li (2016) applies the brand ecology theory to the research of regional brand of agricultural products, and points out that the strength of brand genes, population growth and environmental adaptability will affect the growth of regional brand of agricultural products.

THE STATUS QUO OF REGIONAL BRAND BUILDING OF XINJIANG'S CHARACTERISTIC AGRICULTURAL PRODUCTS

By the end of 2017, the total number of agricultural products in Xinjiang has increased to more than 24,412,

Table 1. Distribution of geographical indication agricultural products industry in Xinjiang

Industry category	Sum		Ministry of Agriculture		General Administration of Industry and Commerce		General Administration of Quarantine	
	Quantity (piece)	Proportion	Quantity (piece)	Proportion	Quantity / piece	Proportion	Quantity (piece)	Proportion
Fruits and vegetables	131	62.1%	58	59.8%	55	63.2%	18	66.7%
Medicinal materials	21	10.0%	14	14.4%	7	8.0%	0	0.0%
Livestock and poultry	24	11.4%	12	12.4%	9	10.3%	3	11.1%
Grain and oil planting	11	5.2%	4	4.1%	5	5.7%	2	7.4%
Flower class	8	3.8%	3	3.1%	5	5.7%	0	0.0%
Aquatic products	4	1.9%	2	2.1%	0	0.0%	2	7.4%
other	12	5.7%	4	4.1%	6	6.9%	2	7.4%
total	211	100.0%	97	100.0%	87	100.0%	27	100.0%

Source: China Geographical Indications Product Service Centre (<http://www.chinapgi.org>) Ministry of Agriculture of the People's Republic of China <http://www.moa.gov.cn>

and more than 1,300 brands of agricultural products in the “three products and one standard” have been registered. 52 agricultural brand-name agricultural products in Xinjiang, in the three national departments (namely, the General Administration of Quality Supervision, Inspection and Quarantine, the Ministry of Agriculture, the Ministry of Industry and General Administration of Industry and Commerce). Accumulatively registered more than 110 geographical indications of agricultural products (excluding duplicate brands). Among them, the Ministry of Agriculture registered geographical indications of the total number of products was 97. The State Administration for Industry and Commerce registered 87 geographical indication products, and the State Administration of Quarantine registered 27 geographical indication products (see **Table 1**). According to the classification of agricultural products in the geographical indications of the Ministry of Agriculture, the geographical indication agricultural product brands in Xinjiang are divided into seven categories. According to the statistical data in **Table 1**, the geographical indication brands of agricultural products in Xinjiang are mainly fruits and vegetables, with a total of 131 pieces, accounting for 62.1%; The second largest number is livestock and poultry, accounting for 11.4%; the number of medicinal materials was 21, accounting for 10%, ranking third; the number of aquatic products was the least, the number was 4, accounting for 5.7%. Xinjiang's unique geographical location and climatic conditions have spawned a wealth of special agricultural products such as fruits and vegetables and medicinal materials. The results show that Xinjiang is working hard to expand the branding of such regionally advantageous agricultural products, and has initially formed a regional agricultural product brand ecosystem represented by clusters.

ANALYSIS OF THE REGIONALIZATION PROCESS OF XINJIANG'S CHARACTERISTIC AGRICULTURAL PRODUCTS BASED ON THE PERSPECTIVE OF BRAND ECOSYSTEM

No Brand Development Period

Xinjiang has many agricultural products with a long history of planting. For example, Aksu's pears have been planted in the Bazhou region of Xinjiang for more than 1,300 years. For a long time, these characteristic agricultural products have been announced through word of mouth. The distribution scope is mostly limited to the geographical scope of Xinjiang. Before 1998, Xinjiang's agricultural production was dominated by large-scale planted agricultural products such as cotton and grain, while some important regional special agricultural products, such as Hetian jujube, Aksu apple, and lower field watermelon, being traded without brand due to lacking of completed market economic system and policy guidance. Although, in the consumer's impression, these agricultural products with strong regional markers are obviously superior in quality to similar products. However, subject to the immature market environment, it is difficult to achieve full branding of individual agricultural products. In the stage of unbranded agricultural products, a large number of special agricultural products were traded and sold in Xinjiang. Of course, a small number of them were sold to the mainland through some channels and exported to foreign countries, and achieved a good reputation. This stage is also the burgeoning stage of the regional branding of Xinjiang's characteristic agricultural products. The main body of the regional brand of agricultural products is mainly state-owned farms and self-employed households. Very few enterprises participate in the production and sales process of these special agricultural products. The typical feature of this stage is that the cluster production

of agricultural products with the distinction of regions has begun to take shape. For example, the production of Korla Pear during this period is mainly concentrated in the state-owned Bazhou region such as Korla, Yuli, Luntai and Kuche. The group field formed an industrial cluster centered on Korla. At this time, although a primary-scale industrial cluster was formed, the cluster effect was not significant. The main reason is that the branding rate of featured agricultural products is still very low, and the number of well-known trademarks and the number of leading enterprises is very small. Therefore, although they have scale, they lack quality assurance and market competitiveness is poor.

Representative Brand Development Period

With the continuous expansion of production clusters of specialty agricultural products, competition among enterprises producing homogenized agricultural products has increased. In order to break away from the homogenized competitive vortex, some companies have begun to try to create their own brands and have formed a differentiated advantage in the process of development. However, due to the limited competition environment of the market, these companies that run their own brands face many difficulties. At this time, whether for clusters with geographically distinctive agricultural products or individual enterprises with independent brands in the cluster, the government is urgently required to improve the market environment through supportive policies. In this context, the government of the autonomous region began to promote the branding of characteristic agricultural products with geographical advantages through policy guidance in 1999, and selected them through the holding agricultural trade fairs, Xinjiang International Agricultural Expo, and agricultural brand-name product promotion conferences. High-quality specialty agricultural products brands support the business entities of these brands. A group of representative agricultural products with regional characteristics, such as Xinjiang Tunhe Co., Ltd., Xinjiang Korla Fragrant Pear Co., Ltd., Xinjiang Guannong Fruit Group Co., Ltd., Xintian Wine Industry, Shennei Fruit and Vegetable Drinks, etc. stand out and enjoy success. They also got a brand premium and developed into a leader within the cluster. Inspired by these brands that have enjoyed brand premiums, other enterprises and farms in the cluster have gradually realized the branding of self-operated agricultural products, and the cluster effect has begun to appear. Taking Korla pear as an example, at this stage, the Oriental Holy Fruit brand operated by Xinjiang Korla Fragrant Pear Co., Ltd.

became the representative brand of Korla pear in the whole Bazhou region, and promoted the planting area and sales of Korla pear in the cluster. The number is constantly rising. Inspired by this, other companies in the cluster have also begun to accelerate the creation of their own brands in order to gain market competitive advantage. By the end of 2012, it has been registered as "Oriental Holy Fruit", "Peacock Lakeside", "Top", "Sheng", "JinFengli", "Elliman", "28+1", "Xinzhongli" and "Shayidong" and so on, which have reached more than 50. Overall, at this stage, the branding development of Xinjiang specialty agricultural products has entered in the brand eruption stage, and the underlying structure of the brand ecosystem represented by cluster production began to form. However, from the perspective of ecosystem structure, many small brands in regional characteristic agricultural products clusters are attached to the development of core brands or enterprises with leadership advantages. Once the core brand collapses, it will end the branding process of the entire cluster. Therefore, the brand ecosystem of this stage is weak, and the industrial cluster with the representative brand as the core is not enough to promote the regional brand of the characteristic agricultural products in the whole region.

Brand Jungle Development Period

After the representative brands have grown up, other companies that are attached to their development within the cluster of specialty agricultural products have begun to work on creating different small brands to quickly capture brand premiums. At this time, the jungle of agricultural products with regional planting or breeding characteristics was rapidly formed. For example, Aksu Apple brand jungle, Bazhou fragrant pear brand jungle, Hetian jujube and dried fruit brand jungle, Hami melon brand jungle, Kashgar melon brand jungle, Yili flower and beef and mutton brand jungle, Altay aquatic products brand jungle. The development of brand jungle has intensified the brand competition intensity in the regional characteristic agricultural product cluster. In order to compete for resources and gain market competitive advantage, some enterprises and farms will not hesitate to adopt illegal means that are not conducive to the development of the whole industry in order to quickly win the new round of brand chasing. The phenomenon of unqualified quality, false marketing and brand fraud begins to appear. In addition, with the growth of the regional characteristic agricultural product brand jungle, ensuring the smooth production and marketing of branded agricultural products has become an urgent regional problem. In

this context, the autonomous regional government began to promote the construction of featured agricultural product industry associations and agricultural economic organizations in Xinjiang. To solve the illegal problem of market competition of featured agricultural products by giving the supervision authority of trade associations to maintain the stability of the development of characteristic agricultural product clusters. At the same time, enterprises, farmers and farms are encouraged to participate in the construction of special agricultural products economic cooperation organizations, and accelerate the construction of a special agricultural product industrialization system integrating production and marketing. The data shows that by 2008, all kinds of characteristic farmers were established in Xinjiang, and reached 751 in total. There are 2,103 characteristic agricultural product economic cooperation organizations, involving the production, marketing, informationization, processing and transportation, and circulation sales of featured agricultural products. With the participation of government, industry associations and agricultural economic cooperation organizations, the jungle of regional characteristic agricultural products has been further expanded. The multi-level brand echelon with the leading enterprise brand as the core has formed rapidly, and has produced a good cluster brand effect, which has greatly improved the brand quality. The regional specialty agricultural products brand endorsed by the region began to form. As of 2010, Xinjiang has more than 40 well-known agricultural products brands such as Tianshan Snow Lotus and Aksu Red Flag Slope Apple, and there were 15 brands selected as regional special agricultural products of the Ministry of Agriculture Geographical Indications Agricultural Products Protection Catalogue. At this stage, a cluster of special agricultural products with multi-brand coexistence has been formed. Under the promotion of organizations such as the government and industry associations, regional brands with distinctive regional characteristics have emerged. In the cluster of regional brands with special agricultural products, the success or failure of individual brands will no longer be the key to the stability of the entire brand cluster. The overall regional brand ecosystem in the whole of Xinjiang has begun to be formed.

Brand Population Development Period

Brand ecology theory believes that brand population is similar to “biological population” and refers to the collection of brand species with the same or similar attributes. The basic unit that constitutes them is the

brand individual (Zhang 2013a). With the further expansion of Xinjiang’s regional characteristic agricultural product brand jungle, brand jungles with similar niches began to gather to form brand populations with similar species attributes. They are the fruit and vegetable brand population represented by Shihezi table grape, Aksu apple and Korla pear, and the flower brand group represented by Huocheng Lavender, and the livestock and poultry represented by Zhaosu Tianma and Yutianma duck. The brand population, the grain and oil brand population represented by rice spring rice, the aquatic brand group represented by Xiaohaizi grass carp, the medicinal brand represented by Nyala Kunlun chrysanthemum and other small brand populations. The formation of brand populations effectively integrates the original competitive brand jungles, and through the brand focus effect, it has occupied a huge competitive advantage in the market competition process, and promoted the characteristic agricultural products brand of Xinjiang to standardization, specialization and scale. Development and intensification. In order to promote the further growth of the brand community, the government of the autonomous region began to cooperate with relevant scientific research institutions in 2013, and organized enterprises and related personnel to participate in the seminars on branding of featured agricultural products, and strive to improve the theoretical level of participating in brand building and accelerate the development of featured agricultural products. Branding is developing towards the integration of “production, study and research”. These measures have effectively guaranteed the stability of the regional brand ecosystem of Xinjiang’s characteristic agricultural products, and accelerated the branding process and market competitiveness of Xinjiang’s characteristic agricultural products. Until 2017, More than 20,000 pieces of agricultural products have been featured in Xinjiang. Among them, Korla Pear, Aksu Apple, Hetian Royal Date and Shihezi Fresh Grapes were selected as regional brands of national top 100 agricultural products. At this stage, the jungle of characteristic agricultural products branded by region is further combined and differentiated to form a brand population with the common market as the core. The formation of brand population marks the basic formation of the regional brand ecosystem of Xinjiang characteristic agricultural products, and the market of Xinjiang characteristic agricultural products, whose competitiveness began to increase steadily.

COUNTERMEASURES AND SUGGESTIONS ON STRENGTHENING REGIONAL BRANDING DEVELOPMENT OF XINJIANG CHARACTERISTIC AGRICULTURAL PRODUCTS

From the above analysis, we can see that there is a co-evolution between the regional branding process of featured agricultural products and the brand ecosystem. The development process of characteristic agricultural products from no brand to cluster brand is the evolution process of regional brand ecosystem from scratch. In a certain sense, the evolution of the regional brand ecosystem of agricultural products in Xinjiang promotes the branding growth of featured agricultural products, and promotes the market competitiveness of regional brands with distinctive agricultural products endorsed by Xinjiang. Therefore, the government and enterprises that are important leading members of the regional brand strategy should actively cooperate and make full use of Xinjiang's natural and humanistic advantages, create an agricultural product brand ecosystem with Xinjiang's regional characteristics, and promote the regional branding of Xinjiang's characteristic agricultural products. Based on this, and the current status of regional branding development of Xinjiang's characteristic agricultural products, combined with the evolution law of regional brand ecosystem, this paper proposes countermeasures and suggestions to promote the regional branding development of Xinjiang's characteristic agricultural products from the perspectives of micro-management and macro-management of enterprises.

Based on the Micro-management Level of Enterprises

As a user of regional brands and brand premium, enterprises play a vital role in the regional brand ecosystem (Wang 2006). For Xinjiang's characteristic agricultural products, enterprises at the core of the industrial supply and marketing system are the core strengths for promoting the development and evolution of regional brand ecosystems. Therefore, enterprises involved in the regional branding of Xinjiang's characteristic agricultural products should enhance the visibility and reputation of their geographical brands from the aspects of strengthening technological innovation, expanding brand marketing and improving product quality, in order to promote the regional branding of Xinjiang's characteristic agricultural products to further development. Details as follows:

Increase investment in technological innovation and improve the quality of featured agricultural products

Production technology innovation is the guarantee to improve the production scale and product quality of Xinjiang's characteristic agricultural products, and is also the basis for promoting the improvement of Xinjiang agricultural product brand processing efficiency. Therefore, enterprises involved in the regional branding of Xinjiang's characteristic agricultural products should increase investment in scientific and technological innovation. In the production process, relying on market demand, we are committed to cultivating varieties of excellent agricultural products with geographical advantages, reforming agricultural product farming mechanisms, optimizing post-production quality inspection and quarantine standards, and innovating agricultural products storage and production and processing technologies in circulation. In this way, the quality of featured agricultural products will be improved, the consumption time will be extended, and the excellent brand quality will be created.

Strengthen the construction of marketing system to enhance brand marketing

To improve the visibility of regional brands of Xinjiang's characteristic agricultural products, we must rely not only on government marketing from the macro level, but also on brand promotion organized by enterprises at the micro level. Therefore, on the basis of the macro-marketing of the autonomous regional government, the enterprise should combine the characteristic customs and cultures of the regions where the agricultural products are owned, and create an individual brand marketing system integrating "online promotion" and "offline promotion" to enhance the brand. Marketing promotion efforts, while expanding the visibility of individual brands, enhance the overall reputation of Xinjiang regional brands of specialty agricultural products.

Based on the Macro Management Level of the Government

Lodge (2002) pointed out that the leadership and support of the government is the key to determining the success or failure of the regional brand strategy of agricultural products. For the regional brand development of Xinjiang's characteristic agricultural products, the regional brand strategy based on the brand ecosystem growth system is even more inseparable from the government's planning and support based on the macro-management perspective. Therefore, the autonomous regional government should ensure a

virtuous circle of the system of regional brand ecology of featured agricultural products from the aspects of formulating strategic planning, strengthening market regulation and supervision, etc.

At the same time, we must pay attention to the necessary resources to support the regional brands of special agricultural products from the aspects of tax support, technology and talent training, and government marketing. Details as follows:

Depending on local conditions, constructing a new layout of branded agricultural products

On the whole, although the regional branding construction of Xinjiang's characteristic agricultural products has achieved initial success, a brand of characteristic agricultural products branded by category is formed. In the future, we should continue to improve the brand conversion rate of high-quality agricultural products in various regions, and concentrate resources to support the leading enterprises in the brand population to carry out brand building and enhance the market competitiveness of regional brands of Xinjiang's characteristic agricultural products. On the basis of fully exploiting the geographical and geographical advantages of the regions where the featured agricultural products are located, we will gather the existing market strategies and construct a new layout for the regional brand development of Xinjiang's characteristic agricultural products.

Strengthen market regulation and supervision, and create a fair and just market competition environment

A fair and just market competition environment is a prerequisite for building a stable brand ecosystem. The regional brand ecosystem of Xinjiang's characteristic agricultural products is in the initial stage of development, and the stability of the external market environment is very important for its further development. At present, the phenomenon of sub-prime branding of regional brands of Xinjiang's characteristic agricultural products is endless, which seriously damages the reputation of the regional brand of Xinjiang's characteristic agricultural products and the stability of the overall brand ecosystem. Therefore, the government should increase efforts to rectify the illegal competition and brand fraud in the market, maintain regional reputation and the interests of brand use enterprises, and create a good market environment for the development of regional brands of Xinjiang specialty agricultural products.

Focus on cultivating regional leading enterprises and increase financial and tax support

From the evolution process of the regional brand ecosystem of Xinjiang's characteristic agricultural products, it is known that to achieve the leapfrogging of brand clusters to brand populations, the dominant brands dominated by leading enterprises play an important role in guiding and gathering. In the future, to further promote the regional branding process of featured agricultural products, it is necessary to continue to play the leading role of leading enterprises in the brand ecosystem, in order to promote the participation of SME brands in brand populations in regional brand building. Therefore, according to the current status of existing brand development, the government should focus on supporting a group of leading enterprises with geographical advantages and market competitiveness. In addition, the government should increase financial subsidies and tax reductions for enterprises involved in the regional branding of special agricultural products, and increase the enthusiasm of enterprises to actively participate in regional branding.

Encourage scientific research institutions to participate in brand building and build an integrated development system of "production, study and research"

In order to improve the market comprehensive competitiveness of agricultural product regional brands, it is necessary for various scientific research institutions to systematically plan agricultural product brands from a scientific perspective, actively innovate agricultural product cultivation techniques, and effectively guide agricultural product brand strategies. Therefore, the government should encourage relevant scientific research institutions to actively participate in the construction of regional branding of Xinjiang's characteristic agricultural products by providing policy-friendly and financial support, and promote the brand building of Xinjiang's characteristic agricultural products towards the integration of "production, study and research". Develop and build a strong competitive market for featured agricultural products.

Deeply explore regional cultural characteristics and expand regional publicity

Studies have shown that unique regional culture and regional image have positively promoted the development of regional branding. The regional brand of agricultural products named after "land name + product name" is more dependent on regional culture and regional image than other regional brands. As a national agricultural province, Xinjiang not only has a

rich variety of special agricultural products, but also has a unique Western style, inheriting the history of the millennium and the culture of the Corps. Therefore, the government should deepen the unique customs and culture of Xinjiang, increase the government's marketing efforts, and create a regional brand image of agricultural products with distinctive regional characteristics of Xinjiang, enriching the brand connotation.

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