

CITY UNIVERSITY OF HONG KONG
香港城市大學

**Perceived Authenticity of Agricultural Product
Brands with Geographical Indication and Its
Impact on Consumer Behavior**
地理標志農產品品牌的感知正宗性及其對
消費行為的影響

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摘要

隨著產業結構的升級，我國消費水準不斷提高，農產品需求也不斷向安全化、品質化、環保化方向發展。農產品品牌化順應了中國社會消費升級和農業發軔轉型的需要，中央一號檔也頻頻關注農產品品牌以及相關產業的發展。目前的農產品市場存在著品牌多而雜亂、宣傳不到位等問題，扶持地理標誌商標可以有效促進農產品品牌的發展。儘管地理標誌農產品有著較為完善的政策和規制保障，不過，地理標誌屬於地域的“公共無形資產”，于農產品生產商而言，如何將地理標誌轉化為農產品品牌並發揮品牌溢價，是這些公司所面臨的重要市場行銷挑戰。本文以消費者為導向，探討農產品生產公司在其品牌傳播中透露何種信息可以使得消費者形成更高的感知正宗性、購買意願和支付意願。基於此，本文構建了以地理標誌品牌生產過程類型（強調生產過程的“回歸自然”或是“現代化改進”）、公司特徵類型（是否本地公司或業務專一化公司）為引數、感知正宗性為中介變數、地理標誌品牌屬性類型（自然資源優勢型或是歷史文化優勢型）為調節變數的理論框架。

本文的研究框架以地理標誌農產品的感知正宗性為核心，由於感知正宗性在以往文獻中鮮有提及，特別是英文文獻中尚未找到與其完全重合的概念。本文先討論了其概念、操作化定義及測量方法。本文認為，於地理標誌農產品而言，“正宗”有一致性和獨特性兩方面的內涵，前者體現在溯源、傳承、與消費者各個接觸點的表現上，後者則體現在農產品因獨特的自然、人文風土而形成的品質上。本文還設計了量表，使用“真正的”、“仿冒的”、“誇大其詞的”、“品質一致”、“傳承一致”、“與消費者心目中的（已有圖式）一致”、“可信的”七個測項來測量消費者感知正宗性，並在研究一和研究二中應用該量表，證明該量表的信度較高。

地理標誌農產品的品質在一定程度上依賴於其得天獨厚的自然環境因素。

現如今，在農業生產過程中引入技術手段或採用機械化運作等生產方式的情況也是屢見不鮮。生產過程是體現農產品品牌差異化的關鍵環節，在與生產過程相關的資訊披露或口碑傳播內容中強調“生產過程的回歸自然”還是強調“生產過程的現代化改進”，是值得討論的。在消費者看來，生產商放棄自然稟賦優勢轉向使用技術手段進行生產，很可能是追求生產效率、工匠精神缺失的體現。據此，本文認為，相比於在品牌傳播中強調“生產過程的現代化改進”而言，消費者對於在生產過程類型方面強調“回歸自然”的地理標誌農產品品牌會形成更高的感知正宗性，這是本文的假設一。

本文中農產品生產商中的本地公司指的是那些公司註冊地在地理商標劃定的保護範圍所在省市、公司管理團隊為當地人的公司；而非本地公司，指的是那些公司註冊地在外地、公司管理團隊在外地對公司進行遠端管控的公司。本地公司往往對當地風土有著深入的理解，能保證產品在風格、傳承等方面更契合消費者心目中的地理標誌農產品圖式，從而保證農產品的品質一致性。據此，本文認為，比於強調公司品牌的“非當地語系化”特徵而言，強調公司品牌的“當地語系化”特徵時，消費者的品牌感知正宗性更高。這是本文的假設二。

專一化經營的公司往往圍繞某個特定的顧客群體、將產品線的某細分區段或某一地區市場作為主攻目標。在地理標誌農產品的生產商中，業務專一化公司能夠更明確地定位其受眾及農產品賣點，其正宗性主張更容易與消費者達成一致。而業務多元化往往意味著公司分散風險、尋求不同的增長點，公司與地理標誌農產品細分市場消費者的利益立場不完全一致。據此，本文認為，相比於強調公司品牌的業務多元化特徵而言，強調公司品牌的業務專一化特徵，消費者感知正宗性更高。這是本文的假設三。

在品牌感知正宗性和消費行為的關係問題上，一方面，消費者會對正宗

品牌的產品有著更高的品質感知、道德感知和一致性感知，提高消費者的品牌認同感和信任感，形成更強的消費者-品牌聯結。另一方面，感知正宗性是品牌強度的重要構成因素。強勢品牌可以提升消費者對產品品質判斷的自信程度。據此，本文認為，消費者對地理標誌品牌產品的感知正宗性，正向影響其購買意願和支付意願；在地理標誌品品牌生產過程類型、公司特徵類型對消費者購買意願和支付意願的影響關係中，感知正宗性起到中介作用。

此外，地理標誌農產品的優越性和獨特性取決於其原產地的“風土”，“風土”又包括自然和人為兩方面的要素，因此，在品牌傳播時，可以選擇性地將地理標誌農產品品牌描述為“自然資源優勢型”或“歷史文化優勢型”。本文將地理標誌品牌屬性（自然資源優勢型 vs. 歷史文化優勢型）作為調節變數加入研究框架中。

本文通過一項探索性研究和兩項實證研究驗證了上述框架。探索性研究以一對一半結構化訪談為形式，就為何要購買地理標誌農產品、滿足何種需求、需要考慮何種因素等問題展開訪談，為感正宗性量表的構建和線上實驗研究提供了定性結論方面的支持。研究一以“清遠走地雞”為實驗素材，驗證了假設一和假設二；研究二以“慈溪楊梅”為實驗素材，驗證了假設一和假設三；兩項研究共同驗證了品牌生產過程類型和公司特徵類型對消費行為影響中感知正宗性的中介作用。

在理論貢獻方面，本文從面向消費者的地理標誌農產品品牌傳播入手，將農產品生產商公司特徵類型在行銷內容中的披露作為重要的引數，彌補了以往研究中公司角色關注的體現不足；本文還給出了地理標誌農產品品牌感知正宗性的操作化定義，並在實證研究中驗證量表的信度。在行銷啟示方面，本文的結論可為農產品生產企業提供實踐指導，幫助它們建立獨特的競爭優勢，從而在農產品市場中脫穎而出。

關鍵字：地理標誌；農產品；品牌正宗性；品牌傳播；公司特徵

Abstract

With the upgrading of industrial structure, the level of consumption in our country is constantly improving, and the demand for agricultural products is also constantly developing in the direction of safety, quality and environmental protection. The branding of agricultural products conforms to the needs of China's social consumption upgrading and agricultural development transformation. The Central Document No. 1 frequently pays attention to the development of agricultural product brands and related industries as well. At present, there are plentiful and disorderly brands in the agricultural product market, and the publicity is not in place. Supporting the geographical indication (GI) trademark can effectively promote the development of agricultural product brands. Although GI agricultural products are guaranteed by relatively perfect policies and regulations, geographical indications are "public intangible assets" of regions. In this case, how to transform geographical indications into agricultural products brands and give play to brand premium is a severe marketing challenge faced by these agricultural product producers. In addition, consumers are one of the most important subjects of agricultural products market, so "how consumers understand GI agricultural products brand" is also a crucial marketing perspective. Based on the consumer orientation, this paper explores what kind of information the agricultural production companies reveal in their brand communication can lead to a higher perceived orthodoxy, purchase intention and willingness to pay. This article constructed with GI production process type (emphasis on the production process of "return to nature" or "modern improvement"), the types of firm characteristics (whether it is a local company; and whether it is a company specialized in business) as the

independent variables, the perception of orthodoxy as a mediating variable, and the type of GI brand attributes (natural resource dominance, or historical and cultural dominance) as a moderating variable.

The research framework of this paper takes the perceived orthodoxy of GI agricultural products as the core. As perceived orthodoxy has rarely been mentioned in the previous literature, especially in the English literature, where no concept has been found to fully overlap with it. This paper discusses its concept, operational definition and measurement methods. This paper holds that "orthodoxy" for GI agricultural products has two connotations: consistency and uniqueness. The former is reflected in the traceability, inheritance, and performance of each contact point with consumers, while the latter is reflected in the quality of agricultural products due to unique natural and cultural terroir. The paper also designs a scale using "real", "fake", "exaggerated", "consistent quality", "consistent with heritage", "consistent with the existing schema in consumers' minds", and "credible" seven items to measure consumers' perceived orthodoxy. This scale is applied in both Study 1 and Study 2 and proved to be of high reliability.

The quality of GI agricultural products depends to a certain extent on their unique natural environmental factors. Nowadays, it is not uncommon to introduce technical means or mechanized operations in the agricultural production process. The production process is a crucial part to feature the brand differentiation of agricultural products. It is worth discussing whether to emphasize the "return to nature" or the "modern improvement" in the production process in the brand communication content. In the view of consumers, the fact that producers abandon advantaged natural endowments and turn to technological means of production is

probably a reflection of the lack of craftsmanship and the pursuit of production efficiency. Accordingly, this paper argues that, compared to the emphasis on "modern improvement", consumers will form a higher perceived orthodoxy for GI agricultural brands that emphasize "return to nature in the production process" in brand communications. It is Hypothesis 1 of this paper.

In this paper, local companies refer to those agricultural product producers whose company is registered in the province or city where the protection area of geographical indications is defined and whose management team is local; while non-local companies refer to those agricultural product producers whose company is registered outside the protection area and whose management team controls the company remotely. Local companies tend to have a deep understanding of local terroir and can ensure that the products are more in line with the GI agricultural products schema in consumers' minds in terms of style and heritage, thus ensuring the consistency of the quality of agricultural products. Accordingly, this paper holds that consumers' perception of brand orthodoxy is higher when the "localized" characteristics of a company are emphasized than when the "non-localized" characteristics of a company are emphasized. It is Hypothesis 2 of this paper.

Companies that specialize in business tend to focus on a specific customer segment, a unique product line or a regional market as their main target. Among producers of GI agricultural products, specialized companies are able to better clear their audiences and selling points, and their claims of orthodoxy are more easily agreed upon with consumers. Business diversification, however, usually means that companies diversify their risks and seek different growth points, so their positions are not fully aligned with the interests of consumers in the GI agricultural products

market segment. Therefore, this paper holds that consumers' perception of brand orthodoxy is higher when the "business specialization" characteristics of a company are emphasized than when the "business diversification" characteristics of a company are emphasized. It is Hypothesis 3 of this paper.

In terms of the relationship between perceived orthodoxy and consumer behavior, on the one hand, consumers will form higher perceptions of quality, ethics and consistency for products of orthodox brands, increasing their sense of brand identity and trust, and forming stronger consumer-brand connections. On the other hand, perceived orthodoxy is an important component of brand strength. Strong brands can enhance consumers' confidence in product quality judgment. Accordingly, this paper holds that consumers' perceived orthodoxy of GI agricultural products positively affects their purchase intention and willingness to pay; perceived orthodoxy plays a mediating role in the relationship between the type of GI brand communication content and the type of company characteristics on consumers' purchase intention and willingness to pay.

In addition, the superiority and uniqueness of GI agricultural products depend on the "terroir" of their origin, and the "terroir" includes both natural and man-made elements. Therefore, in brand communications, the GI agricultural brand can be selectively described as a "natural resource" or "historical and cultural" dominance. In this paper, the GI brand attribute type (natural resource dominance vs. historical and cultural dominance) is added as a moderating variable in the research framework.

This paper validates the above framework through an exploratory study and two empirical studies. The exploratory study is conducted in the form of one-on-

one semi-structured interviews on why to purchase GI agricultural products, what needs to be met, and what factors to consider, which provides qualitative findings in the construction of the perceived orthodoxy scale and the online empirical studies. Study 1 used "Qingyuan Field Broiler" as the experimental material to verify Hypotheses 1 and 2. Study 2 used "Cixi Bayberry" as the experimental material to verify Hypotheses 1 and 3. These two studies jointly verified the mediating role of perceived orthodoxy in the effect of brand communication content type and company characteristics types on consumer behaviors.

In terms of theoretical contributions, this paper starts from the consumer-oriented brand communications of GI agricultural products, and takes the disclosure of company characteristics in the marketing content of agricultural product producers as an important independent variable, which makes up for the lack of company role concern in previous studies. This paper also gives the operational definition of perceived orthodoxy of GI agricultural brands, and proves the reliability of the perceived orthodoxy scale in two empirical studies. In terms of marketing insights, the findings of this paper can provide practical guidance for agricultural product producers to help them establish unique competitive advantages, so as to stand out in the agricultural market.

Keywords:

Geographical indications; agricultural products; brand orthodoxy; brand communication; company characteristics

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