

The Brand Positioning and Connotation Construction of Donglong Sturgeon Caviar

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Abstract: This paper studies the caviar of Donglong sturgeon and discusses its brand positioning and connotation construction. Through SWOT analysis and competitor comparison, Donglong Sturgeon Caviar is positioned as the leader of the new Chinese nourishing caviar industry, and the brand connotation is deeply analyzed from six aspects: attributes, interests, values, culture, personality and user image, hoping to provide reference for Donglong Sturgeon Caviar brand building.

Keywords: Donglong sturgeon caviar; Brand positioning; Brand connotation

1. Introduction

With the improvement of living standards, people's demand for the quality and total amount of aquatic products has also shown a gradual upward trend. Exploring and developing ways to promote brand building can not only provide action guidelines for industry associations, but also provide standardized guidance for farmers and correctly guide consumer cognition[1].

In 2021, the total output value of China's fishery economy will be 2.97 trillion yuan, and the total output of aquatic products will be 66.9029 million tons. Heilongjiang Province accounts for 8.3% of the country's freshwater aquaculture area and 2.18% of the country's output. Heilongjiang Province has great potential for fishery development, according to the data of the "2021 China Fishery Statistical Yearbook", 105 species of fish have been discovered, more than 40 species with high economic value, and the green organic certification area is close to 20% of the aquaculture area, much higher than the national average. In 2021, the aquaculture area of Heilongjiang Province reached 6.35 million mu, accounting for 7.8% of the national freshwater aquaculture area, ranking fifth in the country, and the fishery output value reached 13.59 billion yuan. In 2021, the province's freshwater aquaculture output was 675,500 tons, accounting for 2.12% of the country's total, ranking 14th in the country. The unique natural endowment advantages and policy support have ushered in new opportunities for the development of large-water fisheries in our province, and provided rich germplasm resources for the development of large-water surface aquaculture. The people's demand for the quality and total quantity of aquatic products is also showing a gradual upward trend. China's population is more than 1.4 billion, forming a huge scale consumer market. At present, the total demand for freshwater products in China is 39.51 million tons, and it is expected that by 2030, the total demand will reach 53.1 million tons, with an annual growth rate of about 3%, providing a rare opportunity for the development of Longjiang fishery. [2]

2. The brand profile

The artificial breeding technology of sturgeon in Heilongjiang Province has been successful at the end of the 50s of the last century, and since 2001, artificial breeding and release activities of sturgeon have been held in Luobei, Fuyuan and other river sections every year. In 2002, Fuyuan City was named the hometown of Chinese sturgeon by the state. On November 15, 2011, Fuyuan sturgeon was recognized as a geographical indication agricultural product of the Ministry of Agriculture of the People's Republic of China. In January 2012, it was rated as "Demonstration Farm of Aquatic Healthy Aquaculture of the Ministry of Agriculture". Founded in 2006, Fuyuan Donglong Sturgeon Co., Ltd. was registered in Fuyuan Industrial and Commercial Bureau in 2012, located in Fuyuan City, the origin of sturgeon fish in China, is a group company focusing on sturgeon breeding and product development and production, mastering the six core factors of sturgeon caviar such as no fishy smell, no broken grains, and full caviar particles, and quantifying 76 hard indicators, so as to achieve standardized production and ensure product quality consistency.

The "Donglong Sturgeon" brand has a number of unique domestic technologies, such as artificial breeding technology imitating wild sturgeon, natural husbandry technology of organic sturgeon, etc. It has the only organic food certification qualification in the sturgeon industry and the national geographical indication protection product certification qualification.

3. SWOT Analysis

The purpose of conducting a SWOT analysis on Donglong sturgeon caviar is to gain a deeper understanding of the company's market positioning, competitive advantages, potential risks, and future opportunities, in order to provide decision-making basis for the company to formulate a reasonable development strategy. The specific content is shown in Table 1.

Table 1: SWOT analysis of Donglong sturgeon caviar

external factor	Opportunities	Threats
	1. Foreign markets are vast and favorable for export trade. 2. Government policy support to facilitate business. 3. Pursuing the consumption concept of healthy nutrition. 4. Low brand awareness and large development space. 5. The development of agricultural products processing industry provides a strong impetus for the development of sturgeon processing industry in China.	1. Domestic and foreign caviar producers are numerous and competitive. 2. The poor quality caviar in the market causes consumers to misunderstand caviar. 3. Competing products have high popularity and great threat. 4. It is difficult to popularize in the domestic high-end consumption market.
internal factor	S-O	S-T
Strength(s) 1. Caviar odorless processing technology. 2. Authentic place of origin-Fuyuan, China, which has the natural wild-like husbandry technology of sturgeon bream. 3. Sturgeon roe sauce is the only organic certification in the same industry in China and is healthy and nutritious. 4. The caviar making skill is a provincial intangible cultural heritage. 5. Have a patent for fish preservation and egg collection.	1. Utilize regional advantages to vigorously expand domestic and foreign markets. 2. Build the concept of healthy caviar and target consumers. 3. Develop brand awareness and popularity. 4. The only organic certification in the country, which ensures quality and reassures consumers.	1. Utilize the advantages of Donglong sturgeon caviar to open up the consumer market. 2. Donglong sturgeon caviar odorless technology to create a correct understanding of caviar. 3. Conform to the policy, control the quality and create high-end brands that satisfy consumers.
Disadvantage (w)	W-O	W-T
1. Consumer market limitations 2. The packaging brand is not innovative enough to meet the current trend. 3. Single product. 4. insufficient publicity and lack of brand awareness.	1. Redesign the packaging to catch the attention of consumers. 2. Brand awareness is low, but the potential market is objective. 3. Large-scale and industrialized factories provide conditions for the development of business model.	1. Due to the high price, the consumer market is narrow. 2. Because of the old packaging, it is easy to lose new consumers. 3. It is difficult to occupy a large share in the high-end consumption market due to lack of popularity.

4. Competitor Analysis

The purpose of conducting a competitor analysis on Donglong sturgeon caviar is to gain a deeper understanding of market dynamics, grasp competitive trends, and develop more targeted market strategies. The specific analysis of competitors for Donglong sturgeon caviar is shown in Table 2.

Table 2: Analysis of competitors for Donglong sturgeon caviar

brand	place of production	superiority	disadvantaged
Kaluga	Hangzhou Qiandao Lake	1. Advantages of trade geographical location 2. Local policy support 3. The highest export 4. High visibility	1. The temperature is inconvenient for sturgeon farming, and sturgeon farming needs a cold water period 2. Cage culture model
Phosta	Sichuan	1. It has a provincial cold water fish modern agricultural park, which is available for sightseeing 2. Have a complete production chain	1. The stock of sturgeon is small 2. The breeding technology is not in place, and the mortality rate is high
Chunxun	Hubei Yichang	1. The largest scale of industrial farming 2. Support from local government 3. The packaging design is novel	1. The production and processing technology is not mature 2. Low visibility
Amur	Yunnan	1. The stock of sturgeon is huge 2. Sturgeon caviar can be served all year round	1. Sturgeon body products as the main business 2. few kinds of products
Nourishing Market Competitors			
Xiaoxiandun	Beijing	1. Wide online sales channels 2. Excellent one-stop experience service under the brand line	1. Single way of eating 2. Single product category
Shan	Shanghai	1. All raw materials can be traced back 2. unique manufacturing process	1. Insufficient marketing 2. Commodity follow-up services are not mature enough

5. Brand positioning and brand connotation construction

5.1. Brand positioning

At present, the Donglong sturgeon caviar consumer market is mainly concentrated in the B-end, and the C-end is not as well-known as other brands. Nowadays, people's pursuit of health is no longer just an immediate solution to an emergency, but more about prevention. The overall demand growth, coupled with the strong product capabilities of the Donglong Sturgeon, it is imperative for the Donglong Sturgeon to enter the Chinese nourishing track. Donglong sturgeon caviar is positioned as: the leader of the new Chinese nourishing caviar industry. Through the image shaping of the original ecology of the atom, the Chinese nourishing culture is inherited. [3]

5.2. The construction of brand connotation

5.2.1. Attributes

5.2.1.1. Health and high quality

The golden production area at 48 degrees north latitude: The caviar of the Donglong sturgeon is produced in Fuyuan County, Heilongjiang Province, which is known as the "hometown of Chinese sturgeon and eel". It is located in the triangle of the confluence of the Heilongjiang River and the Ussuri River, located at 48 ° north latitude, and the cool climate of the high latitude can provide a comfortable living environment for the sturgeon, so it has become an ideal place for the development of famous and excellent fish, and the wild resources of the sturgeon are distributed in the waters here.

High-standard unique artificial breeding technology of imitation wild sturgeon: the sturgeon of Donglong sturgeon is cultivated in the original ecological environment, a completely natural environment of the fishing ground, excellent water quality, and no industrial and agricultural pollutant discharge.

The earliest organic certification in the same industry in China: Donglong Sturgeon's caviar is the earliest caviar brand in China that has passed organic food certification. Consumers often have a high

level of recognition for certified organic products, which are not only healthy and safe, but also environmentally friendly. At the same time, certification marks can also help consumers identify and choose products that meet their needs

The species under the baptism of 250 million years: Through 250 million years of history, sturgeon, a species that once lived at the same time as dinosaurs, still survives tenaciously to this day under the natural law of natural selection and survival of the fittest, so it is called "living fossil in water". At present, the "sturgeon" in Fuyuan and the "snail fish" in the Caspian Sea in Europe are recognized as the best caviar fish species in the world.

Original ecological processing, a century's heritage: caviar is made from the eggs of sturgeon, which have been naturally raised for more than 10 years, with an appropriate amount of imported edible salt. The caviar keeps its original shape and the most sincere taste of caviar. This kind of original ecological processing skill has been appraised as an intangible cultural heritage and is a priceless treasure of the Chinese nation.

5.2.1.2. Industry leaders

Donglong sturgeon industry is one of the drafting units of the national standard GB/T 19853-2008 for sturgeon roe sauce, but the product standard is far higher than the national standard. Our products have been exported to dozens of countries and regions all over the world. At the same time, our products have been served on the tables of major international conferences such as the G20 Summit, the SCO Summit and the Eastern Economic Forum, and have become a must-have delicacy for leaders of various countries and business tycoons.

5.2.1.3. A good national brand

Everything Donglong people do is for the corporate purpose of the health of others, with the vision of "building a global brand of well-respected family healthy life and becoming the most respected international enterprise", in order to build Donglong sturgeon into a leading brand in China's sturgeon fish industry, achieve a century-old foundation, and make unremitting efforts to fully realize the great goal of "Healthy China" put forward by the party and the state.

5.2.2. Interest

5.2.2.1 Donglong sturgeon establishes multiple nutrition matrix for consumers

Sturgeon caviar is rich in essential proteins, fats, and vitamins, and is the world's most expensive and exquisite food and beauty product, as well as the preferred food for postoperative rehabilitation and longevity. Consumers are becoming more health-conscious and recognizing the importance of highly nutritious foods for their health.

5.2.2.2. Food and medicine are homologous, and the Donglong sturgeon is inherited and carried forward

Donglong sturgeon adheres to the principle of origin, fine breeding, pure organic, good variety and fine processing, in order to bring natural, healthy and high-quality products to consumers, so that consumers can enjoy real high-quality national caviar, unremitting research and promotion of the value of food and health care to the health of the whole people, and constantly excavate health ingredients and spread them to the audience, which is also the most real original intention of Donglong Sturgeon.

5.2.2.3. The Donglong sturgeon promotes emotional communication between people

For consumers, providing a healthy and precious food to those closest to them is a protection of the health of relatives and friends, and care for those around them. With the acceleration of the pace of life, many people do not have the opportunity to express their emotions to family and friends, and cannot find a suitable way to express their emotions to the people they value, and a precious caviar provides consumers with a good emotional carrier, which not only carries the cherishing of each other in their hearts, but also entrusts the yearning for health and quality.

5.2.3. Value

Donglong Sturgeon hopes to drive the development process of Fuyuan with the industrialization of sturgeon fish, Donglong Sturgeon is a brand with temperature and social responsibility, and will insist on creating a truly high-quality national brand caviar in line with the rhythm of modern life to the public.

"Caviar making skills" are included in the list of intangible cultural heritage of Heilongjiang Province, Donglong sturgeon industry attaches great importance to the inheritance and persistence of traditional

culture and traditional skills, and the intangible cultural heritage food represents a specific region, history and cultural background, and consumers can feel and identify with these cultures through food. While producing good products for consumers, we are also protecting these intangible cultural heritages.

5.2.4. Culture

The production process of Donglong sturgeon caviar also reflects a profound cultural heritage. The production process includes egg rubbing, egg washing, weighing, pickling, draining, packaging and other links, each step requires exquisite skills and rich experience. High-quality caviar is mellow and fragrant, without any fishy smell, soft and round in appearance, fresh and full, dark and shiny in color, and has a metallic luster. This ultimate pursuit of ingredients embodies the concept of "never getting tired of eating, never getting tired of being fine" in Chinese food culture.

Donglong sturgeon caviar also carries the characteristics of regional culture. As a special product of the Heilongjiang River Basin, it is closely connected with the local natural environment, cultural history, and has become an important business card to show the cultural charm of Fuyuan and even Heilongjiang Province.

5.2.5. Personality

Donglong sturgeon industry strives for excellence in quality and puts people first. It is a representative of high quality and ingenuity in the caviar market. Relying on its excellent product attributes, it is more close to consumers, understands and meets their needs and preferences, improves the market adaptability of products, creates nutritious and healthy caviar products, and enables every consumer to experience the value brought by caviar on the spot.

5.2.6. User image

The core competitiveness of Donglong Sturgeon lies in the excellence of product quality and always adheres to the supremacy of quality. Donglong Sturgeon Organic Sturgeon Caviar is very different from the inferior and cheap caviar that circulates in large quantities on the market, and the taste is more mellow, and both the selection of materials and the process are completed with high standards. High-quality caviar is used to share a good time with relatives and friends, reflecting the user's image of paying attention to the quality of life and healthy health.

6. Conclusions

Based on a comprehensive analysis of the current brand situation and market environment of the Donglong sturgeon caviar, this paper establishes its brand positioning as a leader in the new Chinese nourishing caviar industry. On the construction of brand connotation, the construction of brand connotation is carried out from six aspects: attribute, benefit, value, culture, personality and user image. Together, these elements form the core competitiveness of the Donglong sturgeon caviar brand, making it unique in the market, providing high-quality nourishing choices for consumers and laying a solid foundation for the long-term development of the brand.

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