

Current Status and Market Demand Analysis of Zhaoqing Local Specialty Products

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DOI: <https://doi.org/10.5281/zenodo.12277288>

Published Date: 22-June-2024

Abstract: Zhaoqing, as an important hub in the central and western regions of Guangdong Province, boasts rich natural resources and a profound cultural heritage. Its local specialty products play a crucial role in the local economy and cultural heritage. This study systematically analyzes the current status and market demand of Zhaoqing's local specialty products through market research and surveys. The findings reveal that Zhaoqing offers a wide variety of local specialty products, including the Four Treasures of the Study, traditional delicacies, distinctive fruits, and agricultural products. These products not only showcase Zhaoqing's unique regional advantages but also reflect its rich historical and cultural background. Market demand analysis shows that consumers' primary purchasing motives for Zhaoqing's specialty products are for personal use and gifts, with quality and price being key factors influencing purchasing decisions. Although challenges in brand building and market promotion exist, Zhaoqing's specialty products have broad market potential through enhanced branding, improved product quality, optimized sales channels, and deep cultural excavation. This study aims to provide scientific basis and practical guidance for the sustainable development of Zhaoqing's specialty products, contributing to the economic prosperity and cultural inheritance of the region.

Keywords: Zhaoqing local specialty products, market demand, brand building, production and processing, cultural inheritance.

I. INTRODUCTION

With the advancement of globalization and the continuous development of the market economy, traditional local specialty product markets face unprecedented opportunities and challenges. In this context, studying the current status and market demand of Zhaoqing's specialty products is particularly important. By deeply analyzing the types, distribution, and production processing status of Zhaoqing's specialty products, we can reveal their significant role in economic development and provide scientific basis for their branding and marketization. Simultaneously, systematic market demand surveys help understand consumer preferences and purchasing behaviors, offering strong support for formulating precise marketing strategies and innovative development paths. These studies hold important practical and theoretical value for promoting economic development, enhancing cultural soft power, and achieving rural revitalization in Zhaoqing.

A. Research Background

Zhaoqing, located in the central and western regions of Guangdong Province, lies on the western side of the Pearl River Delta, serving as a critical hub connecting the Pearl River Delta and the southwest (World Bank, 2024). The unique geographical location and abundant natural resources make Zhaoqing an origin and key production area for numerous distinctive agricultural and traditional handicraft products (Guangdong-Hong Kong-Macao Greater Bay Area, 2023).

Amid the rapid development of globalization and the market economy, traditional specialty product markets are undergoing profound transformations. Consumer demands are increasingly diversified and personalized, and market competition is intensifying (Pawlak & Kołodziejczak, 2020). Balancing traditional features with branding and

marketization has become a significant challenge for the development of Zhaoqing's specialty products. Recent studies on geographical indication protection, agricultural and rural development strategies, and cultural heritage and innovative marketing provide valuable theoretical foundations and practical guidance for the innovative development of Zhaoqing's specialty products (ERS, 2023).

Domestic and international research on specialty products primarily focuses on brand building and marketing strategies, industrial chain integration and upgrading, geographical indication product protection, and sustainable development. These studies not only highlight the importance of specialty products in economic development but also provide valuable insights into enhancing the brand influence and market competitiveness of specialty products (Insight, 2023). Successful cases, such as European Champagne and Parma Ham, demonstrate the significant potential of geographical indication protection in enhancing product market competitiveness.

For Zhaoqing, it is crucial to thoroughly research and learn from domestic and international specialty product development experiences, combine unique geographical and cultural advantages, and formulate practical innovative development strategies. This is vital not only for the market expansion and brand building of Zhaoqing's specialty products but also for the diversified development of Zhaoqing's economy and rural revitalization (Guangdong-Hong Kong-Macao Greater Bay Area, 2023). Additionally, protecting and inheriting the historical and cultural heritage behind Zhaoqing's specialty products, through the excavation and utilization of cultural connotations, can enhance the added value and market appeal of specialty products, representing an important direction for current research (World Bank, 2024).

This study aims to comprehensively explore the current status and market demand of Zhaoqing's specialty products through systematic analysis, market demand surveys, and the construction of innovative development strategies, providing scientific basis and practical guidance for the sustainable development of Zhaoqing's specialty products (Pawlak & Kołodziejczak, 2020). This holds significant practical and theoretical value for promoting economic development, enhancing cultural soft power, and achieving rural revitalization in Zhaoqing.

B. Research Significance

Zhaoqing's specialty products hold significant research value at economic, cultural, and social levels. Firstly, these products are not only crucial components of the local economy but also important reflections of Zhaoqing's culture. By studying Zhaoqing's specialty products, we can deeply understand their contributions and roles in local economic development, revealing their potential and advantages in promoting local economic growth, industrial upgrading, and rural economic revitalization.

Secondly, Zhaoqing's specialty products carry rich historical and cultural connotations. Studying their development process and current status helps protect and inherit Zhaoqing's intangible cultural heritage. With the accelerating globalization and market economy development, traditional specialty product markets face intense competition and challenges. Systematic analysis of the current status and market demand provides scientific basis for protecting and innovating Zhaoqing's specialty products, promoting their modernization and branding while maintaining traditional characteristics, thereby enhancing their market competitiveness and cultural value.

Thirdly, the development of Zhaoqing's specialty products holds significant social value. Promoting the development of specialty products can create more employment opportunities, increase farmers' income, promote coordinated urban-rural economic development, and achieve rural revitalization strategic goals. Additionally, excavating and utilizing cultural connotations can enhance the added value and market appeal of Zhaoqing's specialty products, increasing consumer recognition and acceptance, promoting local brand building, and enhancing cultural soft power.

Studying the current status and market demand of Zhaoqing's specialty products not only helps promote local economic development but also aids in protecting and inheriting local historical culture, improving the market competitiveness and brand influence of local specialty products, and achieving a win-win situation for economic and social benefits. Through scientific research and innovative development strategies, providing theoretical support and practical guidance for the sustainable development of Zhaoqing's specialty products is of significant practical and theoretical value for promoting regional economic and social development.

C. Research Objectives

The study focuses on comprehensively analyzing the current status and market demand of Zhaoqing's specialty products, identifying development challenges, and proposing innovative strategies. Initially, the research aims to understand the types, distribution, and production processes of these products through detailed analysis and field surveys, revealing primary problems and bottlenecks. This foundational data will support the formulation of effective development strategies.

Empirical analysis of market demand is conducted to understand consumer purchasing behaviors and preferences. Questionnaire surveys and in-depth interviews are employed to collect data on consumer demand, expectations, and improvement suggestions, thereby analyzing market trends and clarifying the market positioning and competitive advantages of Zhaoqing's specialty products.

The research further proposes branding and marketization strategies by referencing successful domestic and international cases, particularly those involving geographical indication protection. This exploration leverages geographical advantages and cultural connotations to enhance the brand influence and market competitiveness of Zhaoqing's specialty products, providing feasible paths for branding and marketization.

Additionally, the study emphasizes increasing the added value and market appeal of Zhaoqing's specialty products by integrating cultural connotations into product development and marketing. By investigating the historical and cultural background of these products, unique cultural elements are incorporated, enhancing consumer cultural identity and emotional resonance, thereby expanding the market space.

Through comprehensive analysis and market demand surveys, this study aims to uncover the development potential and market opportunities of Zhaoqing's specialty products. The proposed strategies are designed to promote sustainable development, enhance market competitiveness, and strengthen brand influence, contributing significantly to local economic and cultural development.

II. DOMESTIC AND INTERNATIONAL RESEARCH STATUS

In the rapidly evolving landscape of global and domestic markets, the study of specialty products has garnered significant academic and industrial interest. The intricate balance between preserving traditional craftsmanship and adapting to modern market demands has become a focal point for researchers worldwide. As these specialty products play a crucial role in economic development, cultural heritage preservation, and market differentiation, understanding their current status and exploring innovative development strategies are paramount. Against this backdrop, it is essential to delve into both international and domestic research to gain a comprehensive perspective on the challenges and opportunities inherent in the specialty product sector. This section aims to synthesize key insights from global and domestic studies, highlighting the importance of branding, market strategies, geographical indication protection, and sustainable development as pivotal factors driving the success and sustainability of specialty products.

A. International Research on Specialty Products

International research on specialty products primarily focuses on brand building, market marketing, geographical indication protection, and sustainable development. These studies reveal the important role of specialty products in promoting local economic development, providing rich theoretical foundations and practical experiences that are worth referencing and learning from (FAO, 2020; Johan et al., 2021; Walker, 2021).

Brand Building and Market Marketing

Brand building and market marketing are important fields of international specialty product research. Researchers in Europe and North America pay particular attention to how to enhance the market competitiveness of specialty products through branding strategies (Kapferer, 2017). Successful geographical indication products, such as French Champagne and Italian Parma Ham, establish strong brand images and strict quality control systems, achieving high added value and widespread recognition in global markets (WIPO, 2021). Research shows that branding not only helps increase market share but also enhances consumer trust and loyalty (Johan et al., 2021).

Geographical Indication Protection

Geographical indication protection occupies an important position in international specialty product research. As a form of intellectual property, geographical indications protect product names and origins, ensuring product uniqueness and quality (WIPO, 2019). Successful protection cases in the EU, such as Champagne, Parma Ham, and Gruyère Cheese, significantly enhance these products' international reputation and market value (Commission, 2021). Research indicates that geographical indication protection effectively prevents counterfeit products from entering the market, promoting local economic development and increasing farmer incomes (Johan et al., 2021).

Sustainable Development

International research also focuses on sustainable development issues. The FAO's "One Country One Product" initiative emphasizes that the development of specialty products should be closely linked with ecological protection and sustainable utilization (FAO, 2020). Traditional agricultural and specialty product development models in countries like Japan and Italy emphasize environmental protection and biodiversity conservation (Walker, 2021). For example, Japan's organic agriculture and traditional agricultural product production methods protect natural resources and promote sustainable development in rural communities (Kim et al., 2020). Research shows that sustainable development models help improve the market competitiveness and long-term economic benefits of specialty products (Walker, 2021).

Cultural Heritage and Innovation

International specialty product research also explores the combination of cultural heritage and innovation. Many countries enhance the added value and market appeal of specialty products by excavating and promoting the cultural connotations behind them. For example, Spain's Iberian Ham is renowned not only for its unique flavor but also for its rich cultural stories and traditional production processes (WIPO, 2021). Research shows that integrating cultural elements into the development and marketing of specialty products helps improve market positioning and consumer identity (Johan et al., 2021).

In summary, international specialty product research has achieved rich results in brand building, geographical indication protection, sustainable development, and cultural heritage (FAO, 2020; Walker, 2021). These studies provide valuable theoretical guidance and practical experiences for the development of specialty products, offering important references and lessons for the branding and marketization of Zhaoqing's specialty products (Kim et al., 2020; Susie & Catherine, 2020). By systematically referencing successful international cases and combining Zhaoqing's unique geographical and cultural advantages, we can effectively enhance the market competitiveness and brand influence of Zhaoqing's specialty products, achieving win-win economic and social benefits (Johan et al., 2021).

B. Domestic Research on Specialty Products

Recent years have seen significant academic and industrial interest in domestic specialty products. The primary research directions include brand building and marketing strategies, industrial chain integration and upgrading, geographical indication product protection, and sustainable development. These studies underscore the critical role of specialty products in economic growth, offering theoretical support and practical guidance for enhancing their brand influence and market competitiveness.

Research on brand building and marketing strategies emphasizes the importance of brand development in increasing product value and market competitiveness. By highlighting brand narratives, shaping brand images, and enhancing brand value, consumer recognition and loyalty to specialty products are strengthened. Notable examples, such as Fujian tea and Guangxi osmanthus, illustrate that effective brand building and precise market positioning can yield substantial market success.

Industrial chain integration and upgrading are pivotal research areas. Studies reveal that optimizing production, processing, circulation, and sales of specialty products significantly boosts the overall efficiency of the industrial chain. Researchers advocate for standardized production, modernized processing, improved product quality, extended industrial chains, and increased added value. Developing comprehensive logistics systems and sales channels facilitates the marketization and scale development of specialty products. Successful instances, like Sichuan chili sauce, show that

through industrial chain integration—from raw material cultivation to product sales—substantially enhances market competitiveness.

Geographical indication product protection has also made significant strides. As a form of intellectual property protection, geographical indications preserve the regional characteristics and traditional craftsmanship of products. Domestic research indicates that geographical indication protection effectively prevents market infiltration by counterfeit products, thereby strengthening the market position and consumer trust in authentic products. Examples like Guizhou Maotai and Zhejiang Longjing tea demonstrate the potential of geographical indication protection in enhancing market competitiveness.

Sustainable development research has gained prominence, especially with increasing global environmental concerns. The application of sustainable development principles in the specialty product sector is crucial. Researchers highlight that green production methods, eco-friendly processing technologies, and sustainable resource management are essential for the long-term health of the specialty product industry. Instances such as Yunnan Pu'er tea illustrate that organic farming and ecological protection measures ensure product quality while promoting local environmental conservation.

Overall, domestic research on specialty products has yielded significant advancements in brand building, industrial chain integration, geographical indication protection, and sustainable development. These studies provide valuable theoretical foundations and practical guidance for the innovative development of specialty products, significantly enhancing their brand influence, market competitiveness, and sustainable growth. Continued in-depth research and the promotion of these successful experiences will support the comprehensive development of China's specialty product industry.

C. Current Status of Research on Zhaoqing Specialty Products

Recent academic and industry attention has increasingly focused on the specialty products of Zhaoqing, an important city in Guangdong Province's central and western regions. The unique geographical location and abundant natural resources of Zhaoqing make it a key origin and production area for various distinctive specialty products. Research to date has primarily examined the types and distribution of these products, the status of their production and processing, sales channels and market marketing strategies, and the cultural connotations and value excavation associated with them.

Detailed classifications and descriptions of Zhaoqing's specialty products have been conducted by scholars. These include traditional items such as Duan Inkstone and Guanglu Jade, local delicacies like Zhaoqing Steamed Rice Dumplings and Guangning White Cake, and distinctive fruits like Deqing Tribute Orange and Sihui Sugar Orange. These studies highlight the rich diversity of Zhaoqing's specialty products and provide essential data for further industrial development.

Analyses of the production processes and processing flows of Zhaoqing specialty products have been extensive. There are detailed records and research on the mining and production of Duan Inkstone, as well as the traditional production techniques of Zhaoqing Steamed Rice Dumplings. This body of work illustrates how traditional production methods are maintained while integrating modern equipment and technologies to enhance production efficiency and product quality.

Exploration of the sales channels and market marketing strategies for Zhaoqing specialty products has been thorough. Primary sales channels identified include offline specialty stores, supermarkets, tourist attractions, and e-commerce platforms. Research indicates a significant shift towards online platforms, driven by the rapid growth of e-commerce, which has expanded market coverage and increased brand awareness. Recommendations for brand building and market promotion include geographical indication product protection, cultural connotation excavation, and brand story shaping.

Investigations into the historical culture and folk customs associated with Zhaoqing's specialty products reveal their profound cultural heritage. For instance, Duan Inkstone, one of China's four famous inkstones, embodies significant cultural value and craftsmanship inheritance. These studies provide theoretical support for the modern market promotion and development of these products.

In summary, research on Zhaoqing's specialty products has yielded significant insights into product types, production processes, sales channels, and cultural value. However, the evolving market environment necessitates further in-depth research into brand building, marketization strategies, and sustainable development. By combining successful domestic and international experiences in specialty product development and formulating innovative strategies tailored to Zhaoqing's unique characteristics, the modernization and branding of Zhaoqing's specialty products can be advanced, achieving both economic and cultural benefits.

III. ANALYSIS OF THE CURRENT STATUS OF ZHAOQING SPECIALTY PRODUCTS

The examination of Zhaoqing's specialty products necessitates a thorough analysis of their current status, encompassing various dimensions such as types, production processes, sales channels, and cultural connotations. By systematically evaluating these aspects, we can uncover the intrinsic value and unique characteristics that define Zhaoqing's specialty products. This comprehensive analysis not only aids in understanding their market positioning and competitive advantages but also provides a solid foundation for formulating effective development strategies. The following sections delve into the specific types and distribution of these products, offering a detailed exploration of their diversity and geographical spread within the region.

A. Types and Distribution of Specialty Products

Zhaoqing, a significant city in central and western Guangdong Province, benefits from unique geographical advantages and abundant natural resources, resulting in a diverse array of specialty products that embody its rich cultural heritage and natural wealth.

Duan Inkstone, originating from Duanzhou, is the most notable among Zhaoqing's Four Treasures of the Study. Renowned for its solid and fine texture, Duan Inkstone grinds ink smoothly, ensuring a seamless writing experience without damaging brushes and maintaining long-lasting, vivid text color. Recognized as one of China's four famous inkstones, Duan Inkstone holds a prestigious reputation both domestically and internationally, symbolizing Zhaoqing's cultural craftsmanship.

Traditional delicacies from Zhaoqing are diverse and richly flavored. Zhaoqing Steamed Rice Dumpling, a prominent local snack, is crafted from high-quality local glutinous rice, mung beans, and pork, wrapped in winter leaves and cooked over a wood fire for several hours, resulting in a fragrant, smooth, and sticky texture. Other notable delicacies include Guangning White Cake and Guangning Wonton, which are celebrated for their unique production techniques and delicious taste. These traditional foods highlight the ingenuity and craftsmanship of the Zhaoqing people and form a crucial aspect of the region's culinary culture.

Among Zhaoqing's distinctive fruits, Deqing Tribute Orange and Sihui Sugar Orange stand out. Deqing Tribute Orange, known as "China's No.1 Orange," is celebrated for its sweet, delicious, and juicy flesh, rich in nutrients, and excellent taste. Sihui Sugar Orange, characterized by its crispy flesh, abundant juice, and sweet flavor, is a popular market item. These high-quality fruits showcase Zhaoqing's unique agricultural production advantages.

Zhaoqing's agricultural and processed specialty products are notable for their quality and distinctiveness. Guanglu Jade, also known as Guangdong Green Jade, is predominantly dark green and is fine and smooth, making it a rare and valuable stone. Fengkai Apricot Blossom Chicken is recognized for its small size, thin bones, tender flesh, and even fat distribution, representing a local specialty of Fengkai County. Huaiji Bird's Nest is prized for its nutritional value and health benefits, particularly in nourishing lung Yin and serving as a tonic for the weak. These products illustrate Zhaoqing's rich natural resources and advanced agricultural processing techniques.

Other specialty products from Zhaoqing include Zhaoshi and Luodong Beef Jerky. Zhaoshi, the seed of the Gorgon fruit, is used in soups or as a Chinese herbal medicine, offering benefits such as clearing heat, dispelling dampness, nourishing Yin, and tonifying the kidney and spleen. Luodong Beef Jerky is acclaimed for its high quality, rich nutrition, and delicious taste, making it a popular consumer product. These items enhance the variety, market competitiveness, and reputation of Zhaoqing's specialty products.

B. Production and Processing Status

Zhaoqing specialty products achieve a balance between traditional craftsmanship and modern production technologies, enhancing production efficiency and product quality while preserving their unique characteristics.

Duan Inkstone production emphasizes the preservation of traditional craftsmanship, involving intricate steps such as mining, carving, and polishing, which require precise operations and high-level skills. Despite the introduction of modern tools and techniques, traditional manual craftsmanship remains central to ensuring the product's quality and cultural value. Efforts by the Zhaoqing government and related organizations, including craft competitions and heritage bases, actively promote the protection and inheritance of Duan Inkstone.

Traditional delicacies like Zhaoqing Steamed Rice Dumplings rely on age-old techniques throughout their production process, which includes selecting, mixing, wrapping, and cooking ingredients. Each step is crucial for maintaining the final product's quality. Local producers maintain the taste and quality of Steamed Rice Dumplings through manual operations. However, to meet market demands and enhance production efficiency, some companies have adopted modern equipment, such as automated packaging machines and high-temperature steam cooking systems. These advancements ensure the preservation of traditional flavors while improving production efficiency and hygiene standards.

In the production of distinctive fruits, modern management practices and advanced agricultural technologies, such as drip irrigation and integrated pest management, are increasingly utilized. These methods enhance fruit yield and quality. Additionally, Zhaoqing has established several modern fruit processing plants that use advanced preservation and processing technologies to extend the shelf life and market reach of these products.

The production and processing of agricultural products and processed goods, such as Guanglu Jade and Fengkai Apricot Blossom Chicken, exemplify the blend of modernization and traditional craftsmanship. The mining and processing of Guanglu Jade continue to utilize traditional hand-carving techniques while incorporating advanced cutting and polishing equipment, improving product precision and quality. Similarly, the farming and processing of Fengkai Apricot Blossom Chicken involve scientific breeding management and modern slaughtering equipment, ensuring product hygiene and safety.

Overall, the production and processing of Zhaoqing specialty products illustrate the protection and inheritance of traditional craftsmanship alongside the gradual introduction of modern production equipment and technologies. Future development should aim to further optimize production processes, enhance production efficiency, and improve product quality to better meet market demands, thereby boosting market competitiveness and brand influence. Additionally, the protection and inheritance of traditional craftsmanship ensure that Zhaoqing specialty products maintain their unique cultural value amidst modernization.

C. Analysis of Sales Channels

Zhaoqing specialty products benefit from diversified sales channels, employing both traditional and modern methods, thus providing extensive platforms for market promotion. Analyzing these sales channels aids in understanding the market coverage and consumer purchasing behavior related to Zhaoqing specialty products, ultimately offering suggestions for optimizing sales strategies.

The offline sales channels for Zhaoqing specialty products are noteworthy. The region hosts numerous specialty stores and local markets, enabling direct consumer experiences and purchases. These stores and markets are strategically located in tourist attractions, commercial districts, and city centers, making them easily accessible to both tourists and local residents. Furthermore, supermarkets and farmers' markets in the area also distribute Zhaoqing specialty products, thereby reaching a broad consumer base.

The rapid development of e-commerce has made online sales channels essential for promoting Zhaoqing specialty products. E-commerce platforms such as Taobao, JD.com, and Pinduoduo provide expansive market spaces and convenient sales channels. These online platforms facilitate the reach of Zhaoqing specialty products to national and international markets, thus overcoming geographical limitations. Additionally, the data analysis capabilities of these platforms allow companies to better understand consumer demands and develop precise marketing strategies, thereby enhancing sales efficiency and customer satisfaction.

Emerging sales channels, including social media and live-streaming, significantly contribute to the promotion of Zhaoqing specialty products. Platforms like WeChat, Weibo, and Douyin utilize short videos and live-streaming to showcase product features and usage scenarios visually, attracting numerous potential consumers. This interactive and fast-spreading sales method quickly enhances product awareness and sales. During live-streaming sales, hosts engage with consumers in real-time, effectively stimulating purchase intentions and increasing sales conversion rates.

Tourism development offers substantial opportunities for selling Zhaoqing specialty products. As a renowned tourist destination in Guangdong Province, Zhaoqing attracts many domestic and international tourists. Specialty product sales points in tourist attractions and designated shopping areas serve as prime locations for tourists to purchase souvenirs and

specialty products. Integrating specialty products with tourism resources not only boosts sales but also promotes cultural dissemination and brand influence.

Despite advancements in these sales channels, challenges persist, such as limited brand awareness and consumer trust in online sales, issues with coverage and convenience in offline sales, and operational and promotion costs associated with emerging sales channels.

D. Cultural Connotation Excavation

Excavating cultural connotations is pivotal for the development of Zhaoqing specialty products. With its profound historical heritage and rich cultural traditions, Zhaoqing boasts specialty products that are imbued with unique cultural elements and folk traditions. By delving deeply into these cultural connotations, the added value and market appeal of these products can be significantly enhanced, thereby fostering greater achievements in brand building and market promotion.

The unique craftsmanship and production processes of Zhaoqing specialty products exemplify their cultural connotations. For instance, the production of Duan Inkstone, one of China's four famous inkstones, involves intricate steps such as mining, carving, and polishing. Each of these steps encapsulates rich historical and cultural elements, showcasing the wisdom and skills of Zhaoqing artisans and their respect for the rational use of natural resources. Detailed research and documentation of these processes not only protect and preserve this valuable cultural heritage but also transform it into unique selling points for modern products.

The historical backgrounds and regional characteristics of Zhaoqing specialty products further reflect their cultural connotations. Zhaoqing Steamed Rice Dumplings, a traditional delicacy, have a production history spanning hundreds of years. The meticulous ingredient selection and preparation involved in making these dumplings are intertwined with the living habits and culinary culture of Zhaoqing residents. By uncovering these historical backgrounds and regional characteristics, consumer recognition and acceptance are enhanced, thereby increasing the cultural added value and market competitiveness of these products.

The stories and legends associated with Zhaoqing specialty products also contribute to their cultural connotations. Deqing Tribute Orange, often referred to as "China's No.1 Orange," not only offers a sweet taste and rich nutrients but also carries tales of diligent farming and historical legends of being a royal tribute. These stories and legends add cultural significance and emotional value to the products, providing rich material for market promotion. By narrating these captivating stories, consumer emotional resonance can be enhanced, thus improving brand image and market appeal.

The sustainable development of Zhaoqing specialty products hinges on the excavation of their cultural connotations. In-depth research into the historical and cultural elements underlying these products elevates their added value and market appeal. This process strengthens consumer cultural identity and emotional resonance, thereby advancing brand building and market promotion in modern markets. Future efforts should prioritize the continued exploration and research of the cultural connotations of Zhaoqing specialty products, transforming these insights into unique selling points and competitive advantages, thereby achieving both economic and cultural benefits.

IV. EMPIRICAL ANALYSIS OF MARKET DEMAND

To understand the market demand and consumer behavior for Zhaoqing specialty products, this study adopts empirical analysis through systematic questionnaire surveys and data analysis. By combining quantitative and qualitative approaches, the study comprehensively grasps consumer purchasing behavior patterns, providing strong support for brand building and market promotion of Zhaoqing specialty products. Scientific design and implementation of the questionnaire survey ensure data accuracy and representativeness.

A. Questionnaire Design and Implementation

To gain a comprehensive understanding of the market demand and consumer purchasing behavior for Zhaoqing specialty products, a systematic questionnaire survey was designed and implemented. The questionnaire comprises three parts: basic information of respondents, purchasing behavior and preferences, and market demand and preferences, aimed at collecting comprehensive and accurate data to analyze the current status and market demand of Zhaoqing specialty products.

The initial section collects basic information of respondents, including gender, age, education, and occupation, providing insight into different groups' recognition and purchasing habits of Zhaoqing specialty products. Notable differences in purchasing behavior may exist among consumers of varying age groups and occupational backgrounds, offering valuable references for market segmentation and the formulation of precise marketing strategies.

The second section of the questionnaire examines respondents' purchasing behavior and preferences, encompassing purchasing frequency, purchasing channels, purchasing purposes, and factors influencing purchasing decisions. This segment aims to elucidate consumers' motivations and habits in purchasing Zhaoqing specialty products. For instance, identifying the primary channels through which consumers purchase specialty products (such as offline specialty stores, e-commerce platforms, or tourist attractions) provides a basis for optimizing sales channels. Moreover, investigating the most valued factors by consumers (such as quality, price, packaging, or brand) aids companies in better meeting consumer demands in product development and market promotion.

Further, the questionnaire explores respondents' market demand and preferences for Zhaoqing specialty products, including opinions on product prices, overall satisfaction, recommendation willingness, and improvement suggestions. This segment evaluates the market performance and potential improvement areas of Zhaoqing specialty products. For example, analyzing consumers' sensitivity to prices and overall satisfaction assists companies in making corresponding adjustments in pricing strategies and product quality improvement. Understanding areas consumers wish to see improved (such as product quality, packaging design, or promotion) offers a reference for companies to formulate comprehensive improvement plans.

The research team employed a combination of online and offline methods to ensure the sample's diversity and representativeness. The online survey utilized electronic questionnaires promoted on social media and e-commerce platforms, attracting a diverse consumer base. The offline survey conducted face-to-face interviews in Zhaoqing's specialty stores, supermarkets, and tourist attractions, collecting data through direct interaction. This multi-channel survey method not only enhanced the questionnaire response rate but also ensured data diversity and comprehensiveness.

Through the meticulously designed questionnaire survey, systematic multi-dimensional data on the market demand for Zhaoqing specialty products was collected. These data provide a robust foundation for subsequent market analysis and development strategy formulation, aiding in promoting the branding and marketization of Zhaoqing specialty products and achieving their sustainable development goals.

B. Market Trends and Demand Analysis

To understand the market trends and demand for Zhaoqing specialty products comprehensively, this study analyzes the collected data from the questionnaire survey and delves into consumer preferences, market analysis, brand awareness, purchasing channels, purchasing decisions, and market improvement suggestions.

Consumer Preferences and Market Analysis

The survey revealed the main characteristics, purchasing motivations, and consumer behavior preferences of Zhaoqing specialty product consumers. The questionnaire revolves around consumer preferences, purchasing channels, purposes, influencing factors, frequency, price perception, satisfaction, recommendation willingness, improvement suggestions, and market potential for Zhaoqing specialty products, aiming to reveal consumer behavior patterns and provide data support for product development and market marketing. Among the 30 valid questionnaires, male consumers accounted for 60%, with 18 people, while female consumers accounted for 40%, with 12 people. This indicates that the demand for Zhaoqing specialty products among male consumers may be more vigorous. Among the 30 valid questionnaires, consumers aged 19-39 had the highest proportion, reaching 56.7%, with 17 people; consumers aged 40-59 accounted for 40.0%, with 12 people. These two age groups combined accounted for 96.7%, indicating that the primary market for Zhaoqing specialty products is among adults aged 19-59. Consumers under 18 and over 60 accounted for only 3.3% and 0.0%, respectively, with a minimal market share.

Brand Awareness and Purchasing Channels

The brand awareness of Zhaoqing specialty products is limited, but e-commerce platforms and supermarkets are the main sales channels. Among the 30 respondents, only 13 (43.3%) expressed some knowledge of Zhaoqing specialty product

brands, indicating that brand awareness needs improvement. Meanwhile, 11 (36.7%) were not very familiar, and 4 (13.3%) were entirely unfamiliar, with these two groups accounting for nearly half, further illustrating the limited brand awareness. In terms of occupational distribution, corporate employees had the highest proportion, at 46.7%, with 14 people, followed by freelancers at 33.3%, with 10 people. These two groups combined accounted for 80%, indicating that the main consumer groups for Zhaoqing specialty products are corporate employees and freelancers. Meanwhile, civil servants/public institution employees, students, and other occupations were relatively few, accounting for 10%, 6.7%, and 3.3%, respectively. Among the 30 valid questionnaires, 73.3% of consumers expressed that they would purchase Zhaoqing specialty products through e-commerce platforms, and 53.3% indicated that they would buy them in supermarkets. These two channels had significantly higher purchase proportions than other channels, such as offline specialty stores, tourist attractions, and social media. Therefore, e-commerce platforms and supermarkets are the main sales channels for Zhaoqing specialty products.

Purchasing Decisions and Market Improvement Suggestions

Purchasing decisions are mainly influenced by quality and price, with brand promotion and market marketing needing improvement. Among the 30 valid questionnaires, 83.3% of respondents indicated that their primary purpose for purchasing Zhaoqing specialty products was for personal use, the highest proportion; 63.3% of respondents said they bought them as gifts; only 16.7% of respondents purchased them for collection. This indicates that the market demand for Zhaoqing specialty products is primarily to meet consumers' daily consumption and gift needs. Among the 30 respondents, 93.3% believed that quality is the most crucial factor when purchasing Zhaoqing specialty products, followed by price, accounting for 86.7%. This indicates that consumers prioritize product quality and cost-effectiveness when purchasing, while brand, packaging, and other factors are relatively secondary. The survey results showed that 63.3% of respondents believed that Zhaoqing specialty products need improvement in promotion and marketing, followed by price (56.7%) and quality (46.7%). This indicates that consumers generally think the promotion of Zhaoqing specialty products is insufficient, while price and quality are also their primary concerns. Therefore, strengthening promotion and optimizing price strategies will help enhance the market competitiveness of Zhaoqing specialty products.

V. CONCLUSION

In-depth research on Zhaoqing's specialty products reveals their significant role in the local economy and cultural heritage. From traditional items like Duan Inkstone and Steamed Rice Dumplings to distinctive fruits like Deqing Tribute Orange and Sihui Sugar Orange, these products showcase Zhaoqing's natural resources and unique cultural charm and historical heritage. Especially Duan Inkstone, as one of China's four famous inkstones, is beloved by consumers and collectors for its craftsmanship and historical background. Excavating and promoting the cultural stories behind these specialty products can further enhance their market added value and brand influence.

Market demand analysis indicates that Zhaoqing's specialty products enjoy high consumer recognition and satisfaction. Consumers primarily purchase these products for personal use and gifts, with quality and price being their primary considerations. Therefore, improving product quality and optimizing price strategies is crucial for enhancing market competitiveness. Additionally, online sales channels, such as e-commerce platforms and social media, have become essential sales channels for Zhaoqing specialty products. Companies should continue to strengthen brand building and market promotion on these platforms, attracting more consumers and improving customer loyalty and satisfaction.

The production and processing status of Zhaoqing's specialty products shows that combining traditional craftsmanship and modern production equipment can effectively enhance product quality and production efficiency. Although traditional craftsmanship remains crucial in production, introducing modern technology supports improving production efficiency and ensuring product quality. To further enhance brand awareness and market influence, companies need to focus on brand building and market promotion. Learning from successful domestic and international cases and formulating scientific branding and marketization strategies can better promote Zhaoqing's specialty products, increasing their market share.

Through empirical analysis and in-depth interviews, this study proposes several suggestions for the sustainable development of Zhaoqing's specialty products, including strengthening brand promotion, enhancing user experience, and innovating product design. These suggestions help address current market issues and provide direction for the future development of Zhaoqing's specialty products. Particularly in brand promotion, integrating various promotional channels

and methods, increasing brand exposure and consumer recognition, can effectively enhance market competitiveness. Additionally, focusing on user experience by improving packaging design and after-sales service quality can enhance consumer purchase experience and satisfaction.

With the support of rich natural and cultural resources, Zhaoqing's specialty products have broad market prospects and development potential. Scientific market research and strategy formulation can further enhance their market competitiveness and brand influence, contributing more to local economic development and cultural heritage. This study's findings provide theoretical support and practical guidance for the sustainable development of Zhaoqing's specialty products, holding significant practical and theoretical value for promoting local economic and cultural development.

Funding

This work was supported by the Zhaoqing Philosophy and Social Sciences Collaborative Project [24GJ-31]; Project Name: Integration of Tradition and Modernity: Research on Innovative Marketing Strategies for Zhaoqing "Local Specialty Products."

基金项目：肇庆市哲学社会科学学科共建项目·项目编号（批准号）：24GJ-31，项目名称：融合传统与现代：肇庆“土特产”创新营销策略研究

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