

Research on the path of Henan food enterprises to promote brand premium and achieve high-quality development

Yuanru Fan

Henan Polytechnic University; Jiaozuo City, Henan Province, 454000, China

Abstract

The food industry in Henan Province has many kinds and a wide range, but there are few influential brands, many middle and low-end brands and few high-end brands, lacking market competitiveness. This paper selects the flour and flour products industries among the five major food industries in our province, calculates the relative sales premium rate of brands through questionnaire survey, compares it with domestic and international well-known brands, further analyzes the management experience of well-known brands, and puts forward specific measures to help food enterprises in our province improve their brand management level and brand premium ability from three aspects: R & D, production and marketing.

Keywords

Food industry, brand premium, measures.

1. Introduction

The 14th five year plan proposes to focus on quality brands and encourage the development of new consumption patterns and new business forms. In the 4th China food industry development conference, it was proposed to vigorously enhance the brand influence, improve the scientific and technological content, and vigorously promote high-end manufacturing. Based on policy orientation and market influence, branding strategy is a major wave in China's food industry in recent years. In this wave, it is not enough to only register trademarks and apply for geographical indications. For the branding of the food industry, it is more important to improve the brand's ability to overflow prices.

Since 2008, Henan has become the largest meat processing base and quick-frozen food processing base in China. The output of edible fungi, monosodium glutamate, instant noodles and condiments ranks first in China. The development of food industry in Henan has four comparative advantages: resources, industry, market and location, and the industrial development potential is huge. However, the number of Henan food brands reaching a large scale and reaching the whole country and even the world is very small. In the development process of the food industry, there are still some problems, such as low structural level, insufficient technological innovation ability and low brand awareness, which seriously restrict the healthy development of the food industry in Henan Province and the construction of a strong food industry province. So, how to promote the development of food industry in Henan Province? From the perspective of brand, this paper seeks to solve the dilemma of food industry in Henan Province, that is, to generate brand premium by strengthening brand construction, so as to realize the healthy and sustainable development of food industry in Henan Province.

In this paper, the five leading enterprises in the production and processing of noodles and flour products in the five characteristic food industries in our province - Henan Zhenglong Food Co., Ltd., Henan nanjiecun (Group) Co., Ltd., Zhengzhou Tianfang Food Co., Ltd., Xinxiang yatland Food Co., Ltd. and Henan Yuzhu instant noodles Co., Ltd. are selected as the research objects. With reference to the practice of Zhou Yong (2018), Establish the relative premium rate of

brand sales^[1], and get the premium difference between Henan flour and flour products production and processing enterprises and domestic and foreign well-known brands. Through literature analysis and analysis of the company's financial report data, sort out the development history of well-known brands, summarize their brand management experience, and explore the measures to improve the brand premium ability of food enterprises in our province.

2. Literature review

Larry light, an American marketing expert, once pointed out that "owning a market is more important than owning a factory, and the only way to own a market is to own a dominant brand." Nowadays, the competition in the international market has crossed the stage of product competition and entered the era of brand competition. For an enterprise, brand is a kind of strategic resource and the embodiment of its core competence, which can reflect its technical level, management ability, product quality, corporate image, value and culture ^[2]. In today's increasingly fierce market competition, only enterprises with independent brands can gain organizational independence and decision-making initiative, and finally obtain high profits in the market. Wangxin (2000) and Liu Gang (2004) pointed out that brand is a comprehensive reflection of the internal quality and external characteristics of products, a bridge between consumers and enterprises, and a commitment to commodity value. First class brand strategic planning can effectively reduce marketing costs and construction costs ^[3-4]. Based on the research on brand eggs, Li Shuo and Ma Ji (2017) pointed out that the branding of agricultural products helps to improve the quality and safety level of agricultural products, enhance market competitiveness, and is an important way to promote the structural reform of agricultural supply side and realize the revitalization of agriculture by quality ^[5].

Brand premium ability is an important magic weapon for modern enterprises to obtain excess profits ^[6]. Brand premium is the result of marketing strategy and consumers' cognition of the brand. The "premium" not only brings extra profits to the enterprise, but also reflects the competitiveness of the brand in the market ^[7]. Lei Chao and weihaiying (2011) pointed out that compared with services, consumers prefer to pay a premium to ensure quality when choosing products ^[8]. Premium is not only the embodiment of brand charm, but also the driving force for enterprises to improve brand equity and marketing efficiency. Chen Ying, Wan Rong (2003), sun Zaiguo (2010), Shang Yuxin (2021) and other scholars all proposed that building a brand strategy to increase the brand premium to obtain more profits is an important means for enterprises to achieve healthy and sustainable development ^[6,9-10].

From the above literature review, it can be seen that it is feasible for enterprises to achieve high-quality development through brand management and improving the level of brand premium. The food industry in Henan Province has many kinds and a wide range, with many middle and low-end brands and few high-end brands, lacking market competitiveness. With the rapid development of economy and the emergence of small and medium-sized enterprises, brand building is particularly important for Henan food industry to stand out. Reforming the brand management process of food enterprises through scientific and effective means, strengthening the brand management of food enterprises and enhancing the brand premium are of great benefit to the healthy and sustainable development of enterprises in the fierce competition.

3. Questionnaire design and data analysis

3.1. Data source

This paper collects the data needed to calculate the premium rate of instant noodle brand through questionnaire survey, and conducts a questionnaire survey by combining online and

offline methods. A total of 324 questionnaires were collected, of which 286 were valid and 38 were invalid. The effective recovery rate was 88.27%.

The questionnaire design strictly follows the principles of authenticity, rationality, logicity and effectiveness. Firstly, on the basis of reading a lot of literature about Henan brand premium, instant noodle brand and willingness to pay premium, and referring to the brand premium issues published in top journals and used more, this paper compiles the questionnaire. This questionnaire is divided into three parts: the first part is the basic information of the respondents, including age, gender, income, occupation, etc. The second part is about the brand premium of instant noodles, which obtains the willing payment price of consumers for different instant noodle brands under the same quality and quantity. The third part is about the problems related to the brand premium of Henan instant noodles. It investigates the brand image and brand quality of Henan instant noodles brands such as Baixiang, Yuzhu, Nanjie Village, Tianfang, and Weile.

In the questionnaire, a total of 11 instant noodle brands were involved, of which 3 were foreign brands, including Korean Shin ramen, Japanese Hopei and Singapore Koka chicken noodle soup; Three are well-known brands in China: Master Kang, uni president and jinmailang; The other five are well-known brands in our province: Baixiang, Nanjie Village, weixile, Tianfang and Yuzhu.。

3.2. Descriptive analysis of tested samples

Individual characteristics	Project classification	样本量	百分比
Gender	male	102	35.66%
	female	184	64.34%
Age	Under 18	34	11.88%
	18-26	139	48.60%
	27-37	81	28.32%
	38-48	20	6.99%
	Over 49	12	4.21%
Educational level	Junior high school and below	24	8.40%
	High school / technical secondary school / Technical School	32	11.19%
	junior college	25	8.74%
	undergraduate	138	48.25%
	Graduate and above	67	23.42%
Occupation	Staff of government agencies / institutions	5	1.75%
	Enterprise employee	44	15.38%
	Freelance	6	2.10%
	Individual business / private owner	18	6.29%
	Students in school	209	73.08%
	other	4	1.40%
Income level	1500元以下	45	15.73%

	1500-3000元	140	48.95%
	3000-5000元	28	9.79%
	5000元以上	73	25.52%
How often eat instant noodles on average	Twice a week or more	28	9.79%
	Once a week	82	28.67%
	Once a month	93	32.52%
	Once a quarter	55	19.23%
	annually	12	4.20%
	other	16	5.59%
Preferred instant noodle brand	KangShiFu	152	53.15%
	TongYi	67	23.43%
	JinMaiLang	32	11.19%
	BaiXiang	3	1.05%
	NanJieCun	1	0.35%
	KeKouLe	0	0.00%
	TianFang	0	0.00%
	YuZhu	5	1.75%
	Spicy Ramen	9	3.15%
	KOKA	4	1.40%
	Combined taste	0	0.00%
	other	13	4.55%

3.2.1 Gender descriptive statistics:

In 286 valid questionnaires, 102 male respondents, accounting for 35.66% of the total sample; 184 female respondents, accounting for 63.34% of the total sample. The sample size of women is significantly higher than that of men, which is consistent with the reality. Women go to the supermarket to shop more frequently than men.

3.2.2 Descriptive statistical analysis of age

11.88% were aged 18 and below, 48.60% were aged 18-26, 28.32% were aged 27-37, 6.99% were aged 38-48 and 4.21% were aged over 48.

3.2.3 Descriptive statistical analysis of education level

For the education level of the measured sample, 138 respondents have a bachelor's degree, accounting for 48.25% of the total sample, indicating that the education level of the current young group is generally high; There were 67 interviewees with master's degree or above, accounting for 23.42%, and a certain proportion of interviewees with higher education.

3.2.4 Descriptive statistical analysis of monthly income

Most of the respondents are still students in school, and their monthly living expenses shall prevail. According to the data, most of the respondents' monthly income (living expenses) is 1500-3000 yuan. There are 140 people at this level, accounting for 48.95% of the total sample, which is in line with the actual living conditions of the current young group. Respondents at other income levels are evenly distributed, with a small difference in the proportion. There are

45 respondents below 1500 yuan, accounting for 15.73%; More than 5000 yuan accounted for 25.52%; The respondents with a monthly income of 3000-5000 yuan accounted for 9.79%.

3.2.5 Descriptive statistical analysis of consumption frequency of instant noodles

Among the respondents, 28 ate instant noodles twice a week or more, accounting for 9.79%; 82 people ate instant noodles once a week, accounting for 28.67%; 93 people took instant noodles once a month, accounting for 32.52%; 55 people ate instant noodles once a quarter, accounting for 19.23%. It can be seen that 70.98% of the respondents eat instant noodles at least once a month, which is in line with the research group of this article.

3.2.6 Descriptive statistical analysis of preferred instant noodle brands

Among the respondents, the preferred instant noodle brand is Master Kang, accounting for 53.15%, which has a significant competitive advantage in the Chinese market. However, the preferred instant noodle brands among the respondents are Baixiang, Nanjie Village, weixile, Tianfang and Yuzhu, accounting for only 3.15% in total. It can be seen that Master Kang's instant noodles are far ahead in China, and the five major instant noodle brands in Henan Province lack competitive advantage.

3.3. Modular analysis of questionnaire results

3.3.1 factors affecting purchase

The questionnaire investigates the factors that will be considered when purchasing instant noodles through five indicators: brand, price, advertising, taste, packaging and nutrition, with a full score of 5 points. The average scores of the five indicators are brand 4.25, price 3.26, advertising 3.42, taste 4.34, packaging 2.74 and nutrition 3.84. From the scores of these five indicators, it can be seen that consumers attach the highest importance to brand, taste and nutrition. If food enterprises in our province want to achieve high-quality development, they should also pay more attention to improving competitiveness in these aspects.

3.3.2 payment factors of instant noodle brand premium

Consumers' choice of payment factors for the premium of instant noodle brand is sorted into brand unique characteristics, brand love, nutrition, taste, service and packaging. 197 people choose to pay the premium for the unique characteristics of the brand, accounting for 68.8%; 183 people paid premium for the brand, accounting for 63.99%; 154 people paid premium for nutrition, accounting for 53.85%; 144 people paid premium for taste, accounting for 50.35%; 126 people paid premium for services, accounting for 44.06%; 87 people paid premium for the brand, accounting for 30.42%. Among the respondents, 68.8% are willing to pay a premium for the unique characteristics of the brand, and 63.99% are willing to pay a premium for their favorite brands. It can be seen that mining brand characteristics and building brand advantages are important measures to improve brand premium. Secondly, it is to improve the nutrition of instant noodles. Instant noodles have always been dubbed "junk food", which is very disadvantageous now that the concept of health is deeply rooted in the hearts of the people. Enterprises should increase investment in nutrition and create a healthy concept.

3.3.3 brand survey scores

brand survey scores	Brand impression	Brand image design	Brand image features	taste	cost performance	brand marketing
KangShiFu	3.52	3.6	3.54	3.8	3.6	3.42
BaiXiang	3.26	2.73	2.98	3.42	3.52	3.28
TianFang	2.9	2.88	2.75	3.07	3.19	2.77
YuZhu	3.25	2.98	2.5	3.13	3.81	2.44

KeKouLe	2.92	2.66	2.91	2.77	3.24	2.64
NanjieCun	3.31	3.15	3.26	3.24	3.47	2.93

The five major flour product brands in Henan Province are far behind the Master Kang brand in terms of brand impression, brand image design, brand image characteristics and brand marketing, but they are not far behind the Master Kang brand in terms of taste satisfaction and cost performance. Some of the indicators even score higher than the Master Kang brand. It can be seen that the instant noodle brands in Henan Province want to use the price war to enhance their competitive advantage and gain greater market share, However, the shopping experience brought to consumers decreases, destroys the brand image and weakens the brand value. To improve the brand premium ability, we should focus on improving the brand image and strengthening brand marketing.

3.3.4 Food brands in Henan province need to be improved

Subjective questions are set at the end of the questionnaire to make up for the defects of single answer and limited scope of multiple-choice questions. In the survey on the improvement of food brands in Henan Province, 31.8% of the respondents put forward suggestions related to increasing publicity, adhering to strategic marketing and improving corporate profits. The specific measures are as follows: adhering to value marketing and improving brand value; We will increase new marketing methods and carry out multimedia and Internet marketing extensively. 29.1% of the respondents put forward suggestions on strengthening brand building, increasing brand premium and enhancing brand competitiveness. The specific measures are as follows: (1) increase investment in R & D funds, deeply cultivate core technologies, focus on the improvement of "three characteristics" of products, and ensure the competitive advantage of the brand; (2) Implement the safety production system, follow the food safety route and improve the brand image. 19.6% of the respondents pointed out that it is necessary to improve the scientific and technological innovation ability of food nutrition and health and create a leading force in the field of food nutrition and health in China.

4. Analysis on the current situation of brand management and brand premium ability of food enterprises in Henan Province

4.1. Present situation of brand management of food enterprises in Henan Province

Whether there is a strong brand, the internationally accepted indicator is the premium rate, that is, the ability of a brand product to sell at a higher price than similar products [1]. In this paper, the five leading enterprises in the production and processing of noodles and flour products in the five characteristic food industries in our province - Henan Zhenglong Food Co., Ltd., Henan nanjiecun (Group) Co., Ltd., Zhengzhou Tianfang Food Co., Ltd., Xinxiang yatland Food Co., Ltd. and Henan Yuzhu instant noodles Co., Ltd. are selected as the research objects, and the brand instant noodles, white elephant instant noodles Nanjiecun instant noodles, Tianfang instant noodles, weixile instant noodles and Yuzhu instant noodles are the representatives to conduct in-depth research on the brand management of the five major companies. The relative premium rate of equal sales volume is used to measure the premium level difference between the brands of these enterprises and international and domestic well-known brands.

Based on Master Kong, a leading food brand in China, the equivalent sales relative premium rates of other 10 instant noodle brands are calculated respectively.

(1) This paper introduces the calculation process of the relative premium rate of equal sales volume based on the comparative data of the relative utility of Master Kang and Hwei brands.

- ① For all the valid questionnaires, calculate the price of Master Kong / the price of combined flavor, and calculate the equivalent price ratio of Master Kong and the unified instant noodle brand that the respondents think are of the same quality and quantity;
- ② The frequency is listed in Table 1 according to 10% interval statistics;

Table 1 survey data of KangShiFu and HeWeiDao

Equivalent price ratio range	120%~129.9%	110%~119.9%	100%~109.9%	90%~99.9%	80%~89.9%	70%~79.9%	60%~69.9%	50%~59.9%	40%~49.9%	30%~39.9%	20%~29.9%	10%~19.9%	0~9.9%
Median equivalent price ratio (x)	125%	115%	105%	95%	85%	75%	65%	55%	45%	35%	25%	15%	5%
frequency	1	3	41	10	46	84	70	25	5	1	0	0	0
Cumulative frequency	1	4	45	55	101	185	255	280	285	286	286	286	286
Cumulative frequency (y)	0.003	0.14	0.157	0.192	0.353	0.647	0.892	0.979	0.997	1	1	1	1

- ③ Taking the median equivalent price ratio of each interval as the independent variable and the cumulative frequency as the dependent variable, a curve regression model is established. The obtained curve equation is: $y=1.047+0.077x-0.807x^2$;
- ④ Solve the equation, which indicates that when the price ratio of Shifu instant noodles and Hwei instant noodles is x, the sales ratio of the two is Y: (1-y). When y=0.5, the sales of the two instant noodles brands are equal. Let y=0.5, solve the equation to get x=0.8724 (rounding off the other negative root). It is considered that when the price of Master Kang's instant noodles is 87.24% of the price of Hwei instant noodles, the sales volume of the two brands is equal, and x=0.8724 is the equal sales price ratio of the two brands;
- ⑤ The relative premium rate of Hwei brand relative to Kangshifu brand is calculated as:Relative premium rate of Hwei brand relative to Kangshifu

According to the calculation, the relative premium rate of the equal sales volume of Hwei to Master Kang is 14.63%, which indicates that when the quality of Hwei and Master Kang instant noodles is similar, the sales volume of the two brands is equal when the price of Hwei instant noodles is 14.63% higher than that of Master Kang instant noodles.

4.2. Calculate the relative premium rate of equal sales volume of other instant noodle brands in the questionnaire.

In the same process as calculating the relative brand premium rate of equal sales volume of Hwei to Master Kong, using the fixed base method, taking Master Kong as the benchmark brand and making its benchmark as 1, the relative premium rate of equal sales volume of other instant noodle brands relative to Master Kang is obtained, from high to low: xinla noodles, Singapore Koka chicken soup noodles, Hwei, Tongyi, jinmailang, Baixiang, Yuzhu, nanjiecun, Tianfang, Weile (see Table 2), Some conclusions can be drawn from it:

The premium rate of three foreign instant noodle brands, namely Korean singularly pulled noodles, Japanese Hwei noodles and Singapore Koka chicken soup noodles, is high. The brand advantage of Korean singularly pulled noodles is the most obvious, and its actual price is also higher than that of other brands. This is due to its high attention to the Chinese market, strict selection of raw materials, healthy and green brand concept and insight into consumer demand.

The relative premium rate of Master Kong's equal sales volume is higher than that of other domestic instant noodle brands, but lower than that of three foreign instant noodle brands, namely, Korean ramen, Japanese Hopei and Singapore Koka chicken soup noodles. It can be seen that although Master Kong brand has absolute advantages among many instant noodle brands in China, there is still room for improvement compared with foreign brands.

The relative premium rate of the sales volume of the instant noodle brands Baixiang, Nanjie Village, weirele, Tianfang and Yuzhu in Henan is negative. The brand premium ability is poor and does not occupy an advantage in the domestic market.

4.3. Analysis on the current situation of brand management of food enterprises in Henan Province

From a regional perspective, food enterprises in Henan Province should have a good development prospect. However, the comparative advantages of the food industry in Henan Province have not emerged in recent years. The product prices of food enterprises in Henan Province have always been at a low level in the domestic market. From the above calculation results of sales premium rate of brands, it can be seen that the relative premium rate of sales of Nanjie Village, Coca Cola, Tianfang and Yuzhu is negative compared with that of Master Kang brand, The food brand premium in Henan Province is not ideal. Analyze the causes:

The number of leading enterprises is small, the scale is small, and the radiation driving ability is not strong. In the fierce market competition, the industrialization level of food enterprises in Henan Province is not high, the extension of industrial chain needs to be strengthened, and they are at a disadvantage in variety research and development, product intensive processing and sales. The reason is that the leading food enterprises in Henan Province have weak absorption and transformation ability, weak driving ability, insufficient deep processing of products, and the market competitiveness of leading enterprises needs to be improved. There are also many factories engaged in food processing and sales. The product development and utilization degree is low, the structure is single, and the sales scope is mostly limited to the province. Even some brands are only sold in the city where the enterprise is located, which cannot reflect the scale and brand benefits ^[11].

Insufficient R & D investment has restricted the industrialized production of food in Henan Province. Although a number of documents in Henan Province emphasize the need to focus on the food industry, vigorously build a strong industrial province, and the financial and tax subsidy funds are also increasing year by year, the whereabouts of funds are relatively scattered, the investment in scientific and technological research and development still needs to be strengthened, which is highlighted by the backward level of technology and equipment in the industry as a whole, workshop production still occupies the main body, and needs to be expanded, upgraded and improved.

The ability of brand building is weak, and the role of brand is not significant. The marketing ability is weak, the product management network is not perfect, the modern network marketing lags behind, and the brand effect is not obvious. The brand recognition of Henan food industry is not high, the consumer recognition is difficult, and the product market recognition is low.

Although the natural conditions for the development of food industry in Henan Province are very superior, with four comparative advantages of resources, industry, market and location, and great industrial development potential, there are few strong brands that have formed a scale and opened the market. Under the conditions of diversified consumer consumption and buyer's market, Henan food can only be successful in the market if it is selected and recognized by consumers. This paper holds that in order to achieve sustainable development, Henan food industry must vigorously integrate local production and processing resources, vigorously introduce capital and technology, strive to expand and strengthen leading enterprises, carry out intensive product processing, enhance added value, take the brand road and carry out

correct brand construction, create well-known brands and generate brand premium, so as to realize the sustainable development of Henan food industry [12].

4.4. Brand management experience and measures of well-known enterprises at home and abroad

From the above analysis, it can be seen that the five major flour and flour products production and processing enterprises in our province have poor brand premium ability. If we want to strengthen the brand management and improve the brand premium, we should learn from the experience and measures of international and domestic well-known brands in the same industry. This part sorts out the development history of these brands through literature analysis and relevant data analysis of the company, summarizes their brand management experience from R & D, production and marketing, and extracts specific measures and paths to help food enterprises in our province improve their brand management level and brand premium ability.

4.4.1 research and development

Master Kong, uni president, Xin ramen and other well-known brands all have a number of core technologies, and are committed to continuously creating superior technical barriers, focusing on the "three characteristics" improvement of products, that is, to improve the stability, continuity and consistency of products and ensure the competitive advantage of the brand. For example, on the basis of the obtained invention patents, uni president has refined the technology and process, upgraded the formula, and introduced new packaging with more recognition. In 2020, more than 10 core technology projects will be further developed through internal and external collaborative innovation, independent innovation and other means. Master Kong has a large number of production bases across the country, with a high degree of automation of production equipment and significant scale benefits. At present, it has established a perfect product traceability system and a domestic first-class technology R & D center [13]. Coincidentally, as early as the company was founded, Nongxin set up its own research institute to continuously invest in and research and develop products that are conducive to the national diet. At present, there are still more than 100 researchers with master's and doctor's degrees working in the Institute.

4.4.2 production process

Safety in the food industry is the top priority. The production process should pay attention to standards, strict control and food safety. Master Kang adopts TQC total quality management system to implement automatic control over all production processes. Since 2005, the food safety testing center under uni President Group has passed the expert review of China National Accreditation Service for conformity assessment (CNAs) every year. So far, it has passed 172 testing items. The laboratory testing system has been continuously innovated. At present, 7 technical achievements have been authorized by the national patent. Jinmailang Food Safety Research Institute formulates a screening plan every year to separate sampling and testing, focusing on the detection of pesticide residues, preservatives, food additives and artificial colors. In 2004, the Institute of food safety was established, and world-class food safety testing equipment such as mass spectrometry, gas chromatography, liquid chromatography, atomic absorption spectrometry, atomic fluorescence spectrometry and oil stability determination were purchased [14].

4.4.3 marketing

Strategic marketing is the key factor to promote the transformation of good products to good brands. It abandons the traditional marketing thinking, carries out premium strategic marketing, and carries out high profit marketing at a reasonable high price. With the core of consolidating the high price and high-end market, Master Kong has expanded the super high-end market at the same time to achieve sales growth. Meet different consumption scenarios and

diversified consumption needs with products of multiple specifications and tastes, and implement all media marketing through multimedia marketing and IP cooperation to attract young consumers and families. Through cooperation with professional institutions, we can apply big data technology to accurately understand customers and their needs, form accurate consumer portraits, and conduct accurate marketing. For many years, Uni-President Group has been focusing on business, focusing on brand building and adhering to the strategy of value marketing, strengthening the control of product freshness, stabilizing market prices, adhering to value marketing, focusing on building brand assets, optimizing product structure, and operating steadily.

5. Measures for Henan food enterprises to improve their brand premium ability

5.1. R & D link

Establish core technology to ensure competitive advantage

The leading position of high technology and new technology is the biggest advantage for the brand to win over its competitors in the competition. The core technology is the key technology that determines the leading degree of technology. It is the most critical part of the leading technology and plays a decisive role in the whole new technology. Leading edge in technology is the fundamental outlet for brand competition and brand growth and development. The food industry can rely on core technologies to continuously innovate a series of products and solutions, and develop healthy, nutritious, natural products that are more in line with modern food requirements. In order to establish core technology, food enterprises in Henan Province should take innovation as a breakthrough to form characteristics and professional advantages; Increase investment in science and technology, and give full play to the driving, leading and supporting role of scientific and technological innovation in improving product quality, reducing processing costs and building high-quality brands; Establish core technology evaluation and incentive mechanism for efficient management; Implement the talent strategy and increase the introduction of R & D talents.

5.2. Production link

5.2.1 implement safety production system and improve brand reputation

For food production and processing enterprises, the quality and safety of food is the solid foundation and internal driving force for the development of enterprises. Therefore, only by taking the food safety route to ensure the high quality and safety of food, can the external brand image be improved to the greatest extent, so as to drive the level of enterprise marketing. The brand image of food enterprises is closely related to food quality and safety. As a food enterprise, the key to long-term development is to stick to the food safety line and create an excellent food quality system, so as to establish a brand image that consumers can trust [15]. The food industry in Henan Province should implement the safety production system from four aspects: (1) strengthen the safety production education and strive to improve the safety production skills of employees. (2) Improve the construction system of enterprise safety production standardization. (3) Strengthen risk identification management and establish a safety monitoring system. (4) We will actively develop safety testing business and extend the testing range from raw agricultural products to agricultural processed foods. While enhancing the service capacity of the whole industry chain, we will further build the brand image of safe food.

5.2.2 optimize production layout and enhance brand advantages

Food production base is the basis for the survival of food processing industry. The premise to develop famous brand products and enhance brand advantages is to pay attention to the construction of production base. Food enterprises should establish a stable raw material base

and improve the scientific and technological content of the production base according to the enterprise scale and processing capacity. The development strategy of stable base construction, scientific and technological innovation and brand management is the inevitable choice for the development of food enterprises. The food industry in Henan Province should make effective use of its resource advantages, location advantages and market advantages, optimize the production layout, pay attention to the construction of production bases, realize the efficient allocation of resources and improve production efficiency.◦

5.3. Marketing link

5.3.1 adhere to value marketing and create brand assets

Effective brand management requires long-term marketing interaction and should be brand oriented. Excessive promotion should not damage the brand meaning and brand image. Comprehensively improve the corporate brand, create sales force with influence, improve the corporate image with systematic, scale and innovative marketing methods, and open up the difference with competitors in terms of corporate identity, so as to lay a foundation for the long-term development of the brand. Pure profit making promotion can stimulate the increase of sales volume, but often can not improve the brand value of the enterprise, or even damage the brand value. Therefore, it is necessary to use less. Tactical marketing should focus on building the brand assets of the enterprise. Food enterprises in Henan Province should build high-end brands, implement differentiated packaging design and marketing promotion strategies, tap the core value of products and services, and improve consumers' trust in products and purchase desire.

5.3.2 carry forward the health concept and highlight the brand charm

Instant noodles give the public an inherent impression that they are unhealthy and nutritious. With the continuous improvement of people's living standards, the concept of health has become more and more popular. In 2020, the average annual operating revenue profit margin of China's food industry will be 7.54%, the average annual operating revenue profit margin of the instant noodle industry will be 6.9%, and the operating revenue profit margin of health and nutrition related industries will be more than 9%. Promoting healthy transformation is an important task for food enterprises in Henan Province. Ensuring green and pollution-free is the fundamental requirement and prerequisite for strengthening the construction of food brands and forming the "green effect" of brands. It is of great significance for accelerating the transformation of agricultural growth mode, ensuring the green consumption of urban and rural residents, and developing modern agriculture [16]. (1) Establish test bases for screening and displaying raw material varieties, and the interaction mechanism of variety environment cultivation measures, carry out open exhibitions, and promote the concept of health. (2) Innovative production technologies, such as green water retaining agent replacing plastic film technology, fertilizer and pesticide reducing and increasing efficiency technology, green pest control technology, etc., reflect high-quality, efficient and ecological modern agriculture. (3) Integrate the health concept into the corporate culture, fully show the humanistic care of the enterprise, and make the health brand more popular. (4) Actively carry out external publicity and increase the intensity of external publicity. For example, small promotional videos on platforms such as Tiktok small video and wechat circle of friends expand the publicity coverage, do a good job in image publicity, and create a healthy brand atmosphere.

6. Conclusion

The food industry is an important pillar industry in Henan Province. The high-quality development of the food industry is of great significance to Henan Province. Although the food industry in Henan Province has many kinds and a wide range, most of the brand influence is

not high, the brand premium ability is poor, and the market competitiveness is lacking. These are the problems that the food industry in Henan Province needs to solve.

In the 14th five year plan, it is proposed to "focus on quality brands, promote the development of green, healthy and safe consumption, and encourage the development of new consumption patterns and new business forms." At this time, food processing enterprises in Henan Province should seize this reform wave, combine the advantages of old brands with the needs of new markets, and combine the enhancement of brand influence with customized production. Vigorously promote the international benchmarking of the food industry, encourage high-end manufacturing, improve the nutrition level, improve the scientific and technological content, and provide consumers with high-quality food. Expand brand connotation, create brand value, attract consumers' attention through brand culture and green development, and improve the level of corporate brand premium. The government should strengthen policy guidance, establish an industry university research cooperation platform for the core technology of the food industry, and strengthen efforts to encourage food enterprises in Henan Province to carry out technological innovation, enhance core technology competitiveness and reduce development costs. Relevant government departments can strengthen the monitoring of the food industry safety and quality standard system, and vigorously carry out market promotion and advertising to enhance consumer trust.

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