

**PRESENT STATE OF BRANDING STRATEGY OF RICE  
AND CONSUMERS' RESPONSES:  
Featuring Environment-Friendly Rice**

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**1. SUBJECT AND METHOD**

This essay aims to resolve why the recent branding of rice improved and why the branding of rice required in the environmental management. Also, this essay targeted existing branded rice and production and sales strategy. Furthermore, this essay arranged the consumer of branded rice and their detailed feature using consumer research in the view of environmental management.

**2. RECENT SOCIAL TREND TO CREATE THE BRAND OF RICE**

Recently, the branding of rice is urgently required either for agricultural producer or their consumers or the environment. For agricultural producer, the liberalization of rice and its distribution has been largely impacted since 2004. This impact enabled rice producer's original branding in the systematical methodology. On the other words, liberalization of rice and its distribution made the situation of decrease of price of rice, and branding of rice to increase price of rice came to be must solution.

Somewhat, branding of rice became necessary for consumers. The consumer needs for rice used to satisfy their hunger, however now it changed to how delicious it is. Moreover, in the recent year, functionality and food safety or much variety of quality are required by consumers. On the one hand branding is for producer, on the other hand branding is for consumer to evaluate the quality of rice. Quality that cannot be confirmed by purchase experience, standard, and attestation must be evaluated by branding. Most importantly, environment-conscious rice has been socially required, now. Therefore, branding strategy of rice came to be important thing.

**3. CURRENT STATE OF BRANDING OF RICE**

The meaning of branded rice is established when the consumers buy it in real, and producer's original branding is marketing strategy of consumer's quality evaluation. The marketing definition can be divided in to product strategy, pricing strategy, distribution strategy, and promotional strategy. The current state of branding strategy of rice often target tasting quality, safety, and environment, therefore, the reduced pesticide and the no commercial fertilizer cultivation are general requirements to make to the brand. However, above situation is hard to be understood by consumer that is why promotional strategy is so important.

**4. THE CONSUMERS' EVALUATION TO THE BRAND OF RICE**

According to the consumer questionnaire survey, environmental-conscious rise customer seems to be only 3.2% of all. Branded rice is expensive. Its main customer is test conscious rather than environmental- conscious.