

An attempt at grouping of regional brand by market value.

~For regional branding in Minamiawaji~

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1. INTRODUCTION

Minamiawaji is located in south Awajishima in Hyogo, and they produce a lot of onions, lettuce, milk and so on. The agriculture has strong productivities and stability, but now Minamiawaji faces aging and reducing population problem. So they concern about the future of agriculture and discuss new idea seriously. One of these idea is branding. They are now trying to produce premium price products, but struggling what to do now.

There are many research about successful cases of regional brands and we can learn many things from it. However, it is difficult to find common rule of them. So this paper tries to find a common rule from the cases for Minamiawaji activity.

2. METHODOLOGY

By collecting the information and research about regional brand, I find basic market values, regulations and activities, and standard of what is success of regional brand. Using the result of this, market values (No.1 quality, Unique quality, Connection to region) and regulations and activities (Historical famous production region, Media exposures, Selling nearby consumer) as causes, and standard of what is success of regional brand (imitation possibility) as result, I analyses the regional brand cases introduced by MAFF(2007) with QCA. QCA is used to compare cases whose data is limited and the relations of causes and effect are complicated without static and objective ways(Tamura, 2015). The evaluations of result and causes include vague and subjective parts. Finally I arrange the Minamiawaji's regional branding and considering new that.

3. RESULT AND DISCUSSION

According to the result of QCA, there are 7 groups of regional brand, and what regulations are needed is depend on market values. Now Minamiawaji's regional branding is focusing on becoming famous, but that way bring only one product success, they need change the way.

4. Reference

MAFF(2007) 「地域ブランドの先行事例一覧」, (http://www.maff.go.jp/j/kanbo/tizai/brand/b_kankei/pdf/z_1.pdf) .

Tamura Masaki(2015) 「経営事例の質的比較分析 スモールデータで因果を探る」 白桃書房.