

论文

"品牌新农村"的评价及其决定要素

胡晓云 余耀锋

[全文pdf下载](2168KB)

摘要:

在品牌营销、品牌消费的时代,建设社会主义新农村有必要应用品牌理念与方法打造“品牌新农村”。从品牌学的视角审视新农村的建设可知,“品牌新农村”的决定要素由品牌基础要素、品牌强度要素和品牌贡献要素组成,其下又包括13项二级指标和39项三级指标,涵盖了“品牌新农村”建设的各个维度。研究表明,在“品牌新农村”的决定要素中,呈现出品牌贡献要素最重要、品牌强度要素次之、品牌基础要素最低的特征。

关键词: 区域公用品牌 品牌新农村 指标体系 决定要素

Assessment and Decisive Elements of "Brand of New Countryside"

Hu Xiaoyun Yu Yaofeng

Abstract:

The 21st century is the era of brand consumption when brand competition and brand marketing activities are emerging in endless streams in various trades and industries. During the construction of the new socialist countryside in China, it is necessary to apply the brand concept to the building of the Brand of New Countryside in step with the development of the times. In fact, there is a small number of villages that not only have new-countryside branding awareness, but also have launched a series of brand concepts like Beautiful Village and so on. These efforts have effectively promoted the building of a Beautiful China. However, what is the brand identity of the new-countryside branding? What elements should we take into account in shaping it? What is the relevant element system? What are the key elements which play a decisive role in it? Also, how can we evaluate the level of new-countryside branding? Yet, until now the above questions have not been properly answered from targeted researches. Applying a branding perspective to China's construction of new countryside, this paper proposes the following viewpoints: the Brand of New Countryside is a special brand type which is quite different from other general business brands or product brands, so it is a regional public brand; as a regional public brand, the Brand of New Countryside should be regional, public and integrated in nature. In order to guide the construction of new-countryside branding in China, and to promote the overall construction level, there is an urgent need to develop a corresponding scientific index system and to sort out the relevant decisive elements. Based on the above point of view, this paper then tries to build up an index system and to sort out some decisive elements for the construction of Brand of New Countryside by means of documentary research, the Delphi Method, and the Analytic Hierarchy Process. The research results indicate that the decisive elements are composed of brand foundation, brand intensity, and brand contribution, with 13 secondary indices and 39 tertiary indices. This index system not only covers the various dimensions of new-countryside branding, but also presents their relevant significance. Among them, the most important one is the index of brand contribution (0.418 3), the secondary indices of which are the contribution to regional economy (0.172 3), the contribution to regional culture (0.114 4), and the contribution to regional image (0.131 6). The index of brand intensity (0.331 9), consisting of brand fame (0.089 1), brand reputation (0.098 5), brand loyalty (0.073 3), and brand potential (0.071 0), comes in second place. The last one is brand foundation (0.249 9), including the six secondary indices of village appearance (0.041 9), natural environment (0.051 6), level of economic development (0.059 7), villagers (0.030 4), autonomous management (0.030 2), and infrastructure (0.036 1).

Keywords: regional public brand Brand of New Countryside index system decisive element

收稿日期 修回日期 网络版发布日期

DOI:

扩展功能

本文信息

- ▶ Supporting info
- ▶ PDF(2168KB)
- ▶ [HTML全文]
- ▶ 参考文献

服务与反馈

- ▶ 把本文推荐给朋友
- ▶ 加入我的书架
- ▶ 加入引用管理器
- ▶ 引用本文
- ▶ Email Alert
- ▶ 文章反馈
- ▶ 浏览反馈信息

本文关键词相关文章

- ▶ 区域公用品牌
- ▶ 品牌新农村
- ▶ 指标体系
- ▶ 决定要素

本文作者相关文章

基金项目:

通讯作者:

作者简介:

---

参考文献:

本刊中的类似文章

1. 战明华.金融深化的指标体系及其关系[J]. 浙江大学学报(人文社会科学版), 2002,22(5): 103-
  2. 战明华.金融深化的指标体系及其关系[J]. 浙江大学学报(人文社会科学版), 2002,32(5): 103-
  3. 陆杰峰 阮连法.住宅消费者需求研究[J]. 浙江大学学报(人文社会科学版), 2001,31(6): 87-
  4. 胡晓云 余耀锋."品牌新农村"的评价及其决定要素[J]. 浙江大学学报(人文社会科学版), 0,(0): 1-11
- 

Copyright 2008 by 浙江大学学报(人文社会科学版)