

## *Original Paper*

# Analysis of Xunyang Lion's Head Citrus Brand IP Shaping and Sales Planning Suggestions

Yanyan Li<sup>1</sup>, Zhiyi Du<sup>1</sup> & Huihui Ren<sup>1</sup>

<sup>1</sup> Xi'an FanYi University, Institute of Education, Shaanxi, Xi'an, China

### ***Fund Project***

2023 Xi'an FanYi University Student Innovation and Entrepreneurship Training Program (Project No. S202312714061).

Received: October 29, 2023

Accepted: March 11, 2024

Online Published: March 19, 2024

doi:10.22158/ibes.v6n1p146

URL: <http://dx.doi.org/10.22158/ibes.v6n1p146>

### ***Abstract***

*In order to comply with the national "Belt and Road" policy and continue to promote the grand goal of rural revitalization. This paper is mainly for the lion head citrus industry in line with the development of the times, for Xunyang agricultural products lion head citrus to open a new type of marketing ideas and promotional methods. According to different age levels, different marketing programs are proposed, and product design and sales planning in line with the characteristics of different ages are proposed. Keeping up with the modern fashion trend elements, opening up new sales ideas for the Shishitoukan Industrial Park, strengthening the development of Shishitoukan deep-processing field, and opening up foreign markets. Solve the current sales limitations of the sales market, realize the two-way development of culture and economy, sustain the development of derivative industries, provide a new road to open up overseas markets, and realize the goal of rural revitalization.*

### ***Keywords***

*Xunyang lion head citrus, branding, sales planning*

## **1. Introduction**

The iconic characteristics of Shishitou mandarin include "flat golden color, prominent skin, rich and sweet juice, and slightly sweet and sour taste". According to the assessment of the National Center for Quality Supervision and Inspection (NCQSIQ), the pulp of this fruit is rich in many minerals and has various health effects such as anti-inflammatory, heat-clearing, brightening the eyes, and moisturizing the palate, so it has been recognized as a non-polluting, high-quality fruit of origin. The presence of

flavonoids in its fruit maintains the normal osmotic pressure of the blood, improves the elasticity of capillaries, reduces cholesterol, protects against allergic reactions, resists pathogens, fights inflammation, and prevents the spread and metastasis of cancer cells. Therefore, Shishitou mandarin is also known as “the treasure of medicine, the fruit of gold”. Shishitou mandarin is a rare species of mandarin. The main production areas of the lion’s head citrus are Chengguan, Lvhe, Duanjiahe, Palm Creek, Guanyuan, Guankou and Shuhe in Xunyang City of the Han River, among which the lion’s head citrus in Holly Tree Village of Lvhe Town, Chaotan Gou Village of Chengguan Town, Lijiazhuang Village of Duanjiahe Town, and Yanghe Village of Palm Creek Town are of the best quality. On May 16, 2017, the lion’s head citrus passed the Ministry of Agriculture and Rural Development’s first geographic indication product certification this year, and was granted the country’s protected status. Yangling has been honored with several gold medals in its agricultural showcases. On August 28, 2018, the trademark “Xunyang Shishitoukan” was granted a registration certificate by the Trademark Office of the State Administration for Industry and Commerce, marking that Xunyang’s Shishitoukan has once again gained a national-level geographical indication trademark.

## **2. The Development of Xunyang Lion Head Citrus Industry Advantage Analysis**

### *2.1 Sales Status of Shishitoukan*

According to the relevant research, about 85% of the Shishitou mandarin is sold locally in Ankang, while the other 15% is sold to the neighboring counties and cities, as well as Xi’an, Chongqing, Chengdu, Wuhan, Shanghai and Shenzhen and other big cities. And the main ways of selling Shishitoukan include the following 6 ways: ① Selling in the market. About 40% of the lion’s head citrus are sold in this regular mode. The price ranges from 2-8 dollars. ② Establishing farms as a way to attract tourists for farming. In this place, each local farmer owns two acres of Lion’s Head citrus planting area, and the yield of each fruit tree is about 80-130 pounds. In Ankang, nearly 30% of the lion’s head citrus is sold through new picking gardens in order to attract tourists to come and buy, which not only enhances the popularity of the lion’s head citrus, but also drives the development of the local economy and the formation of a special industrial chain. Among them, the better ones are Lvhe Town Dongqing Village, a large village of Shishitoukan planting, and Jiuliwan Village, Ankang City. ③ Postal through-train sales. Xunyang City started to implement this sales method from 2018, while other areas have not yet implemented it. The post office in Xunyang County has set up a special direct delivery station, and lion’s head citrus fruit farmers who pass through various important townships can send their lion’s head citrus directly to the post office, which will pay a postage fee of RMB 16 per 5kg of weight. ④ The post office collects and sells them uniformly. The post office purchases from the fruit farmers at a lower price and then sells them through the post office’s customer channel, which has been implemented in Xunyang City and Hambin District of Ankang City since 2019. ⑤ Taobao online store online sales. In Ankang City, those who are mainly engaged in the cultivation of lion’s head citrus are middle-aged people over 30 years old, most of whom do not have deep cultural literacy.

However, in recent years, there are also a few college and junior college students who started to engage in Shishitoukan cultivation after graduation. These young people have a certain level of knowledge and Internet marketing skills, and some fruit farmers sell in Taobao online stores. Among the 26 online stores selling lion's head citrus on Taobao, 80% of them are registered in Xunyang, and 20% are registered in Hambin District, Ankang. (6) Wechat friend circle sales. According to the visit survey, a considerable part of the lion's head citrus fruit farmers will publicize their lion's head citrus through their own WeChat friend circle and that of their relatives and friends, so as to attract customers to buy.

### *2.2 Advantages of Shishitoukan Industry Development*

The advantages of Shishitoukan industry development are manifested in several aspects, such as product advantages, geographical advantages and technical advantages.

**Product Advantage.** Lion's head citrus fruit flesh crystal clear, juicy slag less, sweet and sour moderate, after taste slightly bitter, large single fruit, storage resistance, high yield, often eat with the effect of clearing heat and fire, the trees themselves also have a strong ornamental value and medicinal value. According to the Northwest Agriculture and Forestry University Agricultural Science and Technology Campus Test Center test, the lion's head citrus fruit containing protein 0.59%, VC for 0.12 mg/100g, calcium (Ca) 147.4 mg/kg, phosphorus (P) 166.9 mg/kg, iron (Fe) 2.31 mg/kg, did not detect arsenic, lead, mercury and other 12 kinds of toxic substances, is a green pollution-free fruit.

**Geographical advantage.** The growing environment of lion's head citrus is closely related to its geographic location, Xunyang County's relatively high altitude, its inversion of the temperature zone and the influence of the slope wall is particularly prominent. The average annual temperature of the county is 16.2°C, and the temperature difference between day and night is more than 12°C. In addition, the county has abundant sunshine, a long-lasting frost-free period, moderate rainfall, abundant water sources and excellent air quality. The area of sandy loam soil suitable for lion head citrus cultivation in Xunyang County is abundant, pollution-free and free from quarantine diseases. The total land area of some rural areas in the Han and Xun River basins is 65,093.33 acres, of which 10,200 acres are farmland, with an average of 0.45 acres per family and 0.12 acres per person. The sandy loam areas below 500m elevation occupy about more than 70% of the total farmland, which are ideal lands for the growth of lion's head citrus.

**Technological Advantage.** In order to make the lion's head citrus an industry with local characteristics, ensure the establishment of a high-quality fruit base, and realize the goal of high yield and stable production of high quality, Xunyang County has established a technical support system for the breeding of lion's head citrus seedlings, productive cultivation, and pest control after many years of unremitting efforts. At the same time, the public has gradually accepted the large-scale planting of lion's head citrus.

### 3. Limiting Factors for the Development of Lion's Head Citrus Industry in Xunyang

At present, the pilot and promotion activities of the lion's head citrus industry in Xunyang City are in full swing, but the progress of the lion's head citrus industry is still limited due to the backwardness of the industry's infrastructure as well as the constraints of the barriers to trade in the industry.

#### 3.1 Branding is Lagging Behind

No characteristics, difficult to promote the product, rudimentary packaging, low exposure visibility. Dongqing Village in Luhe Town, Xunyang City, was the first cultivation site of Shishitoukan, and the cultivation history of this place can be traced back to hundreds of years ago. 2008, the brand of "Shishitoukan in Dongqing Village" was widely recognized and promoted both at home and abroad. 2017, Xunyang County Shishitoukan went through the expert evaluation of the geographical indications of agricultural products of the Ministry of Agriculture of China, and was registered again in 2018, and the brand of Shishitoukan in Xunyang County is still lagging behind. In 2018, the brand "Xunyang Shishitoukan" was registered again. Other counties and municipalities in Ankang have not yet established the brand recognition of Shishitoukan, nor have they applied for the relevant Shishitoukan brand. Although the sales price of "Xunyang Shishitoukan" exceeds that of other places due to its historical background and brand influence, neither "Dongqing Village Shishitoukan" nor "Xunyang Shishitoukan" can fully demonstrate the value of Ankang Shishitoukan. However, neither "Dongqing Village Lion's Head Citrus" nor "Xunyang Lion's Head Citrus" can fully demonstrate the overall image of Ankang Lion's Head Citrus. They only enjoy a certain reputation in Ankang, but are not well known in Shaanxi Province or even in the whole country, and cannot be compared with the ugly mandarin and rake mandarin in Sichuan.

#### 3.2 Limitations of the off-site Sales Market

The market is mainly for retail and picking experience, with 85% local sales in Xunyang, Ankang, and 15% off-site sales. The sales of Shishitou mandarin in Ankang are mainly concentrated in the local market. However, in recent years, the rapid development of e-commerce has made the Shishitou mandarin gradually get rid of the geographical constraints, and began to sell to neighboring counties and cities, Xi'an and Chongqing and other big cities, but its sales ratio is still low. In the current market environment, the price of Shishitou mandarin is much higher compared with other citrus varieties, the sales situation is good, and the market supply and demand are in balance, which not only improves the income of the farmers, but also inspires them to plant the enthusiasm of Shishitou mandarin. However, this situation may not last for a long time if the business is not carried out in an off-site location. Currently, old lion's head citrus bases such as Dongqing Village in Lvhe Town, Xunyang County, Chaotanggou Village in Chengguan Town, and Jiu Liwan Village in Hambin District, Ankang City, have a high fruiting rate of fruit trees, while most of the fruit trees in other emerging lion's head citrus bases have not yet reached the peak of fruiting and production. In a few years, the fruit in the emerging lion's head mandarin production areas will start to bear fruit and enter the optimal growth stage. However, the sales volume of Lion's Head mandarin is quite large in the current Ankang market, as

local consumers are not able to meet its demand. Therefore, if the center of gravity of sales remains in Ankang, the sales of lion's head citrus may be stagnant as well as the price decline, thus disturbing the current equilibrium of supply and demand.

### *3.3 The Industrial Chain is Incomplete, Highly Homogeneous and Difficult to Differentiate*

There is less deep processing of agricultural products, and it is more difficult to distinguish the difference between this product and other similar citrus products. In a few years, the fruits of the emerging lion's head citrus production area will begin to bear fruit and enter the optimal growth stage. However, the sales volume of Lion's Head mandarin is quite large in the current Ankang market as the local consumers are not able to satisfy its demand. Therefore, if the center of gravity of sales remains in Ankang, the sales of lion's head citrus may stagnate as well as the price decline, thus disturbing the current equilibrium of supply and demand.

### *3.4 Rural Labor Shortage, Serious Aging, and Backward Planting Technology*

The Shihtoukan industry is dominated by middle-aged and old-aged people, and in a few years, the emerging Shihtoukan production areas will start to bear fruit and enter the optimal growth stage. However, the sales volume of Shishitou mandarin is quite large in the current Ankang market, as the local consumers are not able to satisfy the demand. Therefore, if the center of gravity of sales remains in Ankang, sales of lion's head citrus may be stagnant as well as prices may decline, thus disturbing the current equilibrium between supply and demand.

## **4. Development Strategy for Branding IP of Xunyang Shishitou Citrus**

### *4.1 Adopting the "N+1+1" Cooperation Model*

Farmers form cooperatives and enterprise team to form "N+1+1" cooperation mode. The enterprise team formulated a professional brand promotion strategy for the cooperatives formed by farmers, and utilized the Internet to spread the word, set up an e-commerce platform, cooperated with KOL celebrities in live broadcasting, etc. to introduce traffic on a large scale, transformed public traffic into private traffic, and constructed a large number of user groups to form a sufficient community. Analyze user needs and go to improve the product direction according to the needs.

Establish private traffic and publicize brand orientation. Lion's Head Citrus releases recruitment activities by establishing official microblogs on various social accounts to extract more consumer suggestions and conduct new product reviews. Using KOC to spread the word, accumulate consumers and store them in the private traffic pool, further summarize the experience through user feedback, and carry out precise classification so as to facilitate the positioning of user needs and improve user refinement and conversion rate. In the process of brand association with Lion's Head KOC, it constantly expands to collect user profiles from different circles and gradually builds up its own private domain traffic.

Complete IP brand strategy to bring consumers closer. Establish a series of brand derivatives, such as the handkerchief paper placed in the bottom of the cup in Ziyang Citrus fruit tea products, online

WeChat emoticons, QQ skin theme, etc. Fully set up derivatives from the user's point of view, so as to let the user feel the ultimate intimate service, and continuously improve the brand awareness of Lion's Head Citrus and emphasize the brand's tonality from the offline to the online. At the same time of gradually improving the brand's tone, it is constantly subconsciously injected with the unique culture of Shaanxi, and potential cultural dissemination is carried out. This is reflected in the brand design, packaging, visual display posters and so on.

Establish a new youthful "new health" concept. In order to enhance the brand awareness of Shishitoukan, we established a youthful "new health" concept for the users. According to today's trend, the 90s have already started to enter the health care stage, and the concept of health care is constantly becoming younger and newer. We want to break the traditional "soak goji berries, take a thermos cup" health care mode and impression, to establish a more systematic, more convenient, more fashionable way of health care, so that health care becomes a new concept. The anti-viral, anti-cancer, skin nourishing, and absorption-promoting features of Shishikan itself became the main marketing slogan, precisely targeting the characteristics of different age groups and making them the number one fan of the Shishikan brand.

Iterative product communication to enhance brand vitality. Lion's Head Citrus products are constantly innovating new products to increase brand vitality, provide users with different possibilities, stimulate users' demand for health and wellness psychology, and let users feel the brand's development potential and great advantages. Online major e-commerce platforms such as Taobao, Jingdong for store live, by the main KOL personage live with goods as well as in the main social platforms to release the recommended text, with the vegetarian evaluation at the same time for dissemination, to increase the flow of the private domain at the same time, to enhance the rate of repurchase of the user.

Offline experience, closer to the distance between the user. At the same time of online marketing, the brand can provide offline experience store and offline experience picking and other practical activities for all categories of products, in addition to visual and taste stimulation, increase auditory and tactile stimulation, increase brand stickiness, improve the loyalty to the brand of the lion's head citrus, and comprehensively experience how the new way of health care is realized, and bring users closer to the distance between the brand.

#### *4.2 Establish New O2O Mode*

Relying on the powerful Internet trend, establishing a new O2O mode can use 40% of the resources for brand marketing and 60% of the resources for brand building. Utilizing the Internet e-commerce platform, we can sell Lion's Head Citrus and related products directly, saving expenses on physical stores and operations. Consumers will be able to compare different types of lion's head citrus while the overhead required will be reduced. E-commerce has a significant drawback in that consumers are not able to directly experience the virtual goods during the shopping process, but this does not detract from the shopping experience. This issue must be addressed by showing the consumer in as much detail as possible all of the benefits of the Lion's Head Citrus and ensuring that they are able to return or

exchange the product if they are dissatisfied.

#### *4.3 Accurately Position the Brand's Target Audience*

Delivering every high quality Lion's Head Citrus to the market. Position the brand with health, beauty and wellness in mind. For parents who buy drinks for their children, health is the most important thing. For young people, it is more important for them to be healthy, and for the elderly, it is even more important for them to be healthy. The brand values of Lion's Head Citrus fit with the target audience and also expresses the uniqueness and personality of the brand in the market.

With children as the target audience. Health and Nutrition: Parents of children are more focused on providing their children with healthy and nutritious beverage options, emphasizing the positive impact on their children's growth and development. Taste and Innovation: Children have a greater interest in variety, rich flavors and interesting beverages, and they like to try new flavors and innovative products. Convenience: In keeping with a fast-paced lifestyle, there is a need for beverage options that are easy to carry and consume, such as portable packaging and disposable cups. Shaping for the children's market focuses on providing healthy, nutritious and innovative products, emphasizing a safe and trustworthy brand image.

Teenagers are the target audience. Taste and variety: Teenagers have a greater interest in variety and novel flavors, and are willing to try a variety of interesting flavor combinations and innovative products. Fashion and personalization: Teenagers are concerned about fashion trends and tend to choose drinks that match their style and personality. Health and Functionality: Teenagers are interested in healthy and functional beverages, such as efficacious beverages and protein supplements. In shaping for the teenage market, focus on providing diverse and innovative flavor options combined with a fashionable and personalized brand image to meet their needs for health and functionality, while emphasizing the values of social responsibility and sustainable development to attract the attention and interest of teenagers.

With middle-aged and older adults as the target audience. Health and Functionality: Middle-aged and elderly people have a high concern for healthy and functional beverages, such as the need to supplement nutrition, enhance immunity, and promote digestion. Taste and comfort: Middle-aged and elderly people have a tendency to prefer the taste of beverages, and they may prefer beverages with a soft texture that are easy to chew and swallow. Convenience and easy digestion: Considering that middle-aged and elderly people may have certain physical inconveniences or sensitive digestive systems, they have a demand for beverages that are convenient and easy to digest. In the construction of the market for the middle-aged and elderly, the focus is on providing healthy, functional and easy-to-digest products, emphasizing quality and safety, in order to meet the needs of the middle-aged and elderly for health and wellness.

## **5. Conclusion**

A city to build a product, small citrus to help revitalize, the author analyzes the Xunyang Shishitou Citrus industry development situation and put forward relevant solution strategies, I hope that the

Shishitou Citrus brand IP can be really shaped to break the barriers to trade, the Hanjiang River nurtured the “low-profile” fruits to become a beautiful business card in the region, leading citrus farmers to become rich. The golden citrus will help farmers to revitalize their business!

### References

- Liu, J., & Zhao, L. L. (2020). *Development of Ankang lion head citrus industry now Agricultural Engineering*, 10(07), 120-125.
- Liu, W. S., Liu, Z., & Qin, J. L. (2021). Research on the integration strategy of regional culture and agricultural regional brand image IP. *Packaging Engineering*, 42(18), 262-268.
- Qian, B. H. (2010). Current Situation and Countermeasures of Agricultural Industrialization Development in Xunyang County. *Modern Agricultural Science and Technology*, 2010(23), 384-385.
- Wu, L. (2017). Development Ideas for Promoting Agricultural Supply Side Structural Reform to Realize Precise Poverty Alleviation through Digital Intellectual Property Protection. *Rural Economy and Science and Technology*, 28(18), 143-144.
- Wu, X. Y., & Lu, X. Q. (2013). Reflections and Suggestions on the Development of Shishitou Citrus Industry in Xunyang County. *China Agricultural Information*, 2013(05), 199.
- Zou, F., Xiang, J. H., & Yang, W. J. (2012). Analysis on the development of lion head citrus industry in Xunyang County. *Shaanxi Agricultural Science*, 58(02), 232-234.