

Research on the Path of Brand Value Enhancement for County-level Agricultural Enterprises in the Context of Rural Retalization

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Abstract: The rural revitalization strategy has brought new opportunities for the development of county-level agriculture-related enterprises, and brand value has become a core support for their core competitiveness and the upgrading of county agricultural industries. At present, the brand construction of county-level agriculture-related enterprises is faced with problems such as homogeneous positioning, single communication channels and lack of operation systems, which restrict the exertion of brand value and the efficiency of industrial empowerment. From the perspective of rural revitalization, this paper analyzes the core connotation of the brand value of county-level agriculture-related enterprises, sorts out their practical development dilemmas, clarifies the inherent requirements of rural revitalization for brand value promotion, and then puts forward targeted practical promotion paths, providing practical references for the brand construction of county-level agriculture-related enterprises and the high-quality development of rural industries.

Keywords: Rural revitalization; County-level agriculture-related enterprises; Brand value; Value promotion

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1. Introduction

The in-depth advancement of the rural revitalization strategy has injected new impetus into the development of county-level agriculture-related enterprises, and brand value has become a core support for enterprises to break through the market and boost the upgrading of county agricultural industries. At present, county-level agriculture-related enterprises still face problems such as vague positioning, superficial value excavation and weak operation capacity in brand construction, making it difficult to give full play to the brand's empowering effect on the industry. Based on the development context of rural revitalization, this paper explores the strategies for promoting the brand value of county-level agriculture-related enterprises from four dimensions: connotation, dilemmas, requirements and paths, providing practical ideas for enterprise brand construction and the high-quality development of county agriculture.

2. The core connotation of brand value of county-level agriculture-related enterprises from the perspective of rural revitalization

2.1. The basic value of brand of county-level agriculture-related enterprises in the resource dimension

The basic brand value of county-level agriculture-related enterprises is rooted in the unique natural and agricultural resource endowments of the county, serving as the core identifier that distinguishes the brand from other similar entities. The climatic, soil, hydrological and other natural conditions of the county create the unique quality of agricultural products, while agricultural resources such as characteristic planting and breeding and geographical indication products provide a natural differentiated advantage for brand building. This brand value formed based on resources is the foundation for enterprises to open up the market and establish consumer cognition, and also an important carrier for transforming county agricultural resources into economic advantages under the background of rural revitalization.

The intensive and large-scale development of county agricultural resources under the rural revitalization strategy has further strengthened the basic value of brands. Relying on county resources to build brands, agriculture-related enterprises can drive the agglomeration of resource factors to brands and realize the efficient utilization and value transformation of resources. At the same time, the brand value in the resource dimension also reflects the characteristic development of county agriculture, helping to build an agricultural development pattern of “one county, one product”, laying a solid resource foundation for rural industrial revitalization, and truly transforming the county’s resource advantages into brand competitive advantages.

2.2. The collaborative value of brand of county-level agriculture-related enterprises in the industrial dimension

The collaborative brand value in the industrial dimension is reflected in the brand’s linkage and integration effect on the upper and lower reaches of the county agricultural industrial chain. As the core link of the industrial chain, the brand of county-level agriculture-related enterprises can drive the coordinated development of all links such as agricultural product production, processing, logistics and sales, promote all subjects of the industrial chain to form a community of interests, and realize the transformation from “fighting alone” to “developing together”. The development of brands can force all links of the industrial chain to improve the level of standardization and normalization, thereby enhancing the development quality and efficiency of the entire county agricultural industry.

Rural revitalization emphasizes the deep integration of the primary, secondary and tertiary industries in rural areas, and the industrial collaborative value of brands has become an important driving force for industrial integration. Through brand construction, agriculture-related enterprises can promote the integrated development of agriculture with agricultural product deep processing, rural tourism, rural e-commerce and other industries, enrich industrial forms and expand brand application scenarios ^[1]. This collaborative development model can not only enhance the added value and influence of brands, but also promote the optimization and upgrading of the county industrial structure, absorb rural labor employment, and achieve the rural revitalization goal of invigorating villages and enriching farmers through industries.

2.3. The additional value of brand of county-level agriculture-related enterprises in the cultural dimension

The additional brand value in the cultural dimension stems from the unique local culture, farming culture and folk culture of the county, and is the spiritual core of the brand beyond the product itself. Integrating county culture into brand construction, agriculture-related enterprises can endow the brand with unique cultural connotation and emotional value, making the brand not only a product identifier, but also a carrier of county culture. Such a culture-empowered brand can narrow the emotional distance with consumers, enhance brand recognition and stickiness, and form a cultural competitive advantage different from similar brands.

Rural cultural revitalization is an important part of rural revitalization, and the cultural additional value of brands

forms a two-way empowerment with rural cultural revitalization. Spreading county culture through brands, agriculture-related enterprises can promote the inheritance and development of local culture and farming culture, making excellent rural culture go out of the county and into the market. At the same time, the sustainable development of rural culture can also inject a steady stream of cultural vitality into the brand, enrich the connotation and extension of the brand, realize the simultaneous development of brand cultural value and rural cultural revitalization, and make the brand an important bridge for the dissemination and development of rural culture.

3. Practical dilemmas and causes of brand value development of county-level agriculture-related enterprises

3.1. Homogeneous brand positioning and insufficient integration of county characteristic resources

At present, the brand positioning of county-level agriculture-related enterprises is generally faced with the problem of homogenization. Most enterprises only focus on the basic attributes of agricultural products, lack in-depth excavation and integration of county characteristic resources, and fail to create a brand positioning with regional recognition. The brand names, product packaging and publicity calibers of many county-level agriculture-related enterprises are highly similar, making it difficult for consumers to form a unique brand cognition, easy to fall into a “price war” in market competition, and difficult to reflect the differentiated value of the brand.

The core cause of this problem lies in the lack of systematic thinking and characteristic awareness of brand positioning in enterprises, as well as insufficient cognitive value of county resources. Most county-level agriculture-related enterprises are small and micro enterprises, lacking professional brand building teams. When positioning brands, they blindly imitate similar successful brands and ignore the uniqueness of county natural, agricultural and cultural resources. In addition, the county level lacks overall planning for the brand construction of agriculture-related enterprises, failing to guide enterprises to build differentiated brands around county characteristics, resulting in the disconnection between brand positioning and county characteristic resources and difficulty in forming a brand agglomeration effect.

3.2. Single brand communication channel and limited market radiation range

Brand communication of county-level agriculture-related enterprises still mainly relies on traditional offline channels, over-relying on offline scenarios such as local wholesale markets, supermarkets and agricultural product fairs. The layout of online communication channels is lagging and the operation is inefficient. Although some enterprises try to layout online channels such as e-commerce platforms and social media, they lack professional operation capacity, and the content communication is lack of pertinence and attractiveness, making it difficult to realize the effective promotion of online brands. As a result, the market radiation range of the brand is limited to the county and surrounding areas, and it is difficult to enter the broader urban and national markets.

The causes of the single brand communication channel of county-level agriculture-related enterprises include both the limitations of enterprises’ own resources and capabilities and the imperfection of the county supporting service system. From the enterprise level, small and micro agriculture-related enterprises have limited funds and lack of talents, making it difficult to bear the operation costs of diversified communication channels and lack of professional brand communication talents^[2]. From the county level, the construction of rural e-commerce infrastructure is imperfect, the logistics system is not sound, and there is a lack of professional brand communication service platforms, making it difficult to provide systematic communication guidance and support for enterprises, which restricts the diversified expansion of enterprise brand communication channels.

3.3. Lack of brand operation system and weak value transformation capacity

County-level agriculture-related enterprises generally lack a sound brand operation system, and brand construction lacks systematic and sustainable planning. There are obvious shortcomings in the whole process of operation from brand

positioning, communication and promotion to value maintenance. Most enterprises simply equate brand construction with trademark registration and product packaging, ignoring the core links such as brand quality control, customer relationship maintenance and brand culture cultivation, resulting in the difficulty of sustained improvement of brand value and the inability to effectively transform brand influence into actual market and economic benefits.

Behind the lack of brand operation system is the dual influence of weak brand awareness of enterprises and imperfect county brand service system. On the one hand, most county-level agriculture-related enterprises focus on agricultural product production and primary processing, with the deep-rooted concept of emphasizing production over brands, insufficient cognition of the importance of brand operation, and lack of long-term planning for building strong brands. On the other hand, the county level lacks professional brand operation service institutions, making it difficult to provide one-stop professional services such as brand planning, quality control and market promotion for enterprises. At the same time, there is a lack of brand incentive and guarantee mechanisms, making it difficult to mobilize the enthusiasm of enterprises in brand operation, resulting in the continuous weakening of brand value transformation capacity.

4. Inherent requirements of rural revitalization for the promotion of brand value of county-level agriculture-related enterprises

4.1. Conforming to the development of industrial integration and strengthening the industrial collaborative attribute of brands

The rural revitalization strategy emphasizes promoting the deep integration of the primary, secondary and tertiary industries in rural areas, which requires the promotion of brand value of county-level agriculture-related enterprises to conform to the development trend of industrial integration and strengthen the industrial collaborative attribute of brands. Brand construction cannot be isolated from industrial development, but should become the core link of industrial chain integration and industrial integration. Through brand empowerment, it can promote the extension of agricultural industrial chain and the enrichment of industrial forms, realize the deep integration of brand and industrial development, and make the brand an important driving force for the development of industrial integration.

Strengthening the industrial collaborative attribute of brands requires agriculture-related enterprises to comprehensively consider the development needs of all links of the industrial chain in brand construction, and promote the coordinated development of brands with agricultural product production, processing, logistics, tourism and other industrial links. At the same time, brand construction should be based on the county industrial development plan, build characteristic brands around the county's leading agricultural industries, promote all subjects of the industrial chain to form a community of interests with brands as the core, realize resource sharing and complementary advantages, and enhance the competitiveness of the entire county agricultural industry through the collaborative value of brands, so as to boost the integrated development of rural industries.

4.2. Adapting to the upgrading of urban and rural markets and consolidating the foundation of brand quality value

Rural revitalization has promoted the two-way upgrading of urban and rural consumer markets. The demand of urban consumers for high-quality, characteristic and safe agricultural products has continued to grow, and the brand consumption awareness of rural consumers has also been continuously improved. This requires the promotion of brand value of county-level agriculture-related enterprises to adapt to the upgrading demand of urban and rural markets and consolidate the foundation of brand quality value. Quality is the core of the brand. Only with high-quality product quality as support can we meet the high-quality needs of urban and rural consumers, establish consumer trust in the brand, and realize the sustained improvement of brand value.

Consolidating the foundation of brand quality value requires agriculture-related enterprises to run quality control through the whole process of brand construction, establish a standardized agricultural product production and processing

system, strengthen the quality and safety inspection of agricultural products, and realize the stability and improvement of product quality. At the same time, relying on the empowerment of agricultural science and technology under the background of rural revitalization, enterprises need to introduce advanced planting, breeding and processing technologies, improve the quality and added value of agricultural products, and make the brand quality adapt to the upgrading demand of urban and rural markets. In addition, enterprises need to create brand quality identifiers, and through the construction of traceability systems, let consumers intuitively perceive product quality and enhance brand quality trust.

4.3. Fitting with rural cultural revitalization and enriching the expression of brand cultural connotation

Rural cultural revitalization is an important part of rural revitalization, which requires the promotion of brand value of county-level agriculture-related enterprises to fit with the demand of rural cultural revitalization and enrich the expression of brand cultural connotation. As an important carrier of county culture, the expression of brand cultural connotation can not only enhance the added value and competitiveness of the brand, but also promote the inheritance and development of local culture and farming culture, realize the two-way empowerment of brand construction and rural cultural revitalization, and make the brand an important window for rural cultural communication.

Enriching the expression of brand cultural connotation requires agriculture-related enterprises to deeply explore the core connotation of county local culture, farming culture and folk culture, organically integrate cultural elements into all links such as brand name, logo, packaging and publicity, and create a brand image with cultural recognition. At the same time, enterprises need to tell county cultural stories through brand communication, let consumers feel the charm of county rural culture while understanding the brand, and enhance the cultural recognition of the brand. In addition, the expression of brand cultural connotation should pay attention to the times and innovation, combine traditional rural culture with modern consumption concepts, make brand culture closer to consumer demand, and realize the modern transformation of traditional culture.

5. Practical paths for promoting brand value of county-level agriculture-related enterprises under the background of rural revitalization

5.1. Excavating county resource endowments in-depth to realize accurate brand positioning and characteristic shaping

In-depth excavation of county resource endowments is the foundation for accurate brand positioning and characteristic shaping. Agriculture-related enterprises need to systematically sort out the county's natural ecological resources, agricultural characteristic resources and local cultural resources, accurately explore the uniqueness and value points of resources, and combine market demand and consumer preferences to create a brand positioning with regional characteristics. Avoid blind imitation of similar brands, and around the development idea of "one county, one product" and "one village, one characteristic", transform the county's resource advantages into the differentiated competitive advantages of the brand, and make the brand positioning deeply bound to the county characteristics^[3].

In terms of brand characteristic shaping, enterprises need to deeply integrate county resource characteristics with brand image and product system to create a unique brand visual system and product system. For example, build the core brand products relying on the county's geographical indication products, integrate local cultural elements into the brand logo and product packaging design, and make the brand reflect county characteristics from vision to connotation. At the same time, the county level needs to strengthen overall planning, guide enterprises to build cluster brands around the county's core resources, form a brand agglomeration effect, enhance the overall influence of county agriculture-related brands, and make characteristic brands a distinctive identifier of county agriculture.

5.2. Integrating online and offline channels to build a diversified brand communication and promotion system

Building a diversified brand communication and promotion system requires integrating county online and offline communication resources to realize the coordinated efforts of online and offline channels. Offline enterprises need to rely on scenarios such as agricultural product fairs, rural tourism and agricultural experience activities to carry out immersive brand communication, let consumers intuitively feel the quality and cultural connotation of brand products, and enhance offline brand recognition; at the same time, strengthen cooperation with local supermarkets, wholesale markets and community convenience stores, broaden offline sales channels, and realize the integration of brand communication and product sales.

Online enterprises need to rely on the improved rural e-commerce infrastructure under the background of rural revitalization to layout diversified online channels such as e-commerce platforms, short videos, live broadcasts and social media. Release county resource and cultural stories behind the brand through short video platforms such as Douyin and Kuaishou, realize online sales of brand products through e-commerce platforms such as Taobao and Pinduoduo, and carry out precise brand promotion through social media such as WeChat and Xiaohongshu to narrow the distance between the brand and consumers. In addition, the county level can build a public brand communication platform, integrate enterprise communication resources, realize the collective promotion of county agriculture-related brands, and improve the efficiency and coverage of online brand communication.

5.3. Improving the brand operation mechanism to promote the transformation and sustained improvement of brand value

Improving the brand operation mechanism is the key to promoting the transformation and sustained improvement of brand value. Agriculture-related enterprises need to establish a whole-process operation system for brand construction, clarify the work content and responsible subjects of each link such as brand positioning, communication and promotion, quality control, customer relationship maintenance and brand value evaluation, and realize the systematization and standardization of brand operation. At the same time, establish a long-term brand development concept, formulate medium and long-term plans for brand construction, avoid short-sighted and utilitarian brand operation behaviors, and promote the continuous accumulation of brand value.

Enterprises need to strengthen brand quality control and value maintenance, establish a whole-process traceability system for agricultural products, ensure the stability of product quality, and maintain the brand image; strengthen customer relationship management, respond to consumer needs and feedback in a timely manner, and enhance consumer brand experience and loyalty. In addition, the county level needs to improve the brand service system, introduce professional brand operation service institutions, provide professional services such as brand planning, operation guidance and talent training for enterprises; establish brand incentive and guarantee mechanisms, give policy support and financial rewards to enterprises with remarkable brand construction results, and strengthen the protection of brand intellectual property rights, so as to provide a good county environment for the transformation and sustained improvement of brand value.

6. Conclusion

From the three aspects of brand value composition, revitalization empowerment requirements and practical promotion paths, this paper explores the core logic of promoting the brand value of county-level agriculture-related enterprises under the background of rural revitalization. The promotion of brand value of county-level agriculture-related enterprises needs to closely focus on the characteristics of county agriculture and meet the industrial development needs of rural revitalization, realizing the deep integration of brand value and county agricultural development through precise positioning and diversified communication. In the future, enterprises need to continuously explore the industrial and cultural value of brands, support the rural industrial revitalization with brand construction, and promote the high-quality

development of county agricultural economy.

Disclosure statement

The author declares no conflict of interest.

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