

Research on the Mechanism for Enhancing the Value of Regional Public Brands of Agricultural Products under the Background of "Digital Intelligence Empowerment"

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Abstract

Against the backdrop of the in-depth advancement of rural revitalization, "brand-driven agriculture," and the Digital China strategy, regional public brands of agricultural products have become an important tool for driving agricultural efficiency, increasing farmers' income, and upgrading rural industries. However, overall, most regional public brands still have significant shortcomings in brand awareness, consumer trust, pricing power, and multi-channel communication efficiency. The mechanism between the level of digital application and brand value enhancement also needs to be systematically analyzed. This paper, based on an analysis of the value composition of regional public brands of agricultural products, constructs an analytical framework from the dimensions of brand awareness, brand trust, brand loyalty, and brand premium. It focuses on exploring the empowerment paths of digital technologies such as big data, blockchain traceability, short videos and live-streaming e-commerce, and social media operations. Combining typical regional public brand practices, it analyzes the specific models and practical effects of digital empowerment, and then summarizes the brand value enhancement mechanism and proposes targeted strategic suggestions. Research indicates that digital technologies, by enhancing brand information reach and recognition, improving quality and safety visibility and trustworthiness, and strengthening interactive experiences and user engagement, can help create a virtuous cycle of "brand image-consumer recognition-market premium." The combination of government-led public brand digital platforms and professional market-based operations is currently a relatively effective model for digital empowerment. However, brand value enhancement remains constrained by factors such as weak grassroots digital infrastructure, inadequate collaborative mechanisms, and a shortage of professional talent. Based on this, this paper offers corresponding insights from the perspectives of local governments and brand operators, emphasizing the need to improve the supply of public digital platforms and systems, and optimize digital operational capabilities and content supply systems to better unleash the comprehensive value of regional public brands for agricultural products in the process of digital villages and rural revitalization.

Keywords

Regional Public Brand for Agricultural Products; Digital Empowerment; Brand Value; Digital Village; Rural Revitalization.

1. Introduction

Implementing the rural revitalization strategy and the "brand-driven agriculture" strategy are crucial levers for promoting high-quality agricultural and rural development. In recent years, policy documents such as the Central Document No. 1 and the "Outline of the Digital Rural

Development Strategy" have been successively issued, clearly proposing to use agricultural product brand building as a driving force to promote agricultural supply-side structural reform and deep integration of rural industries.^[1] Regional public brands for agricultural products, as important carriers of regional resource endowments and cultural image, are expected to enhance the added value of agricultural products, increase farmers' income, and shape regional competitive advantages, showing rapid development in various regions.^[2] At the same time, the contradiction between the rising enthusiasm for regional public brand building and the insufficient realization of brand value is becoming increasingly prominent.^[3] How to truly strengthen and optimize these brands rather than simply "placing them everywhere" has become a common challenge for both theory and practice.^[4] Existing research generally believes that regional public brands for agricultural products represent a region's overall commitment to the quality, cultural connotation, and reputation of agricultural products, playing an important role in extending the industrial chain, increasing product added value, and driving sustained income growth for farmers (Sun Yizhen and Zheng Jun, 2018).^[5] Driven by both policy and market forces, various regions have actively developed regional public brands such as "Wuchang Rice" and "Gannan Navel Oranges," exploring a path to lead modern agricultural development through branding.^[6] However, in practice, some brands suffer from issues such as homogenized positioning, low brand recognition, irregular authorization management, and a disconnect between brand value enhancement and farmers' income.^[7] A stable and close positive link has not yet been established between brand development and industrial upgrading, or increased farmers' income (Li Fuguan et al., 2022). This indicates that relying solely on traditional offline promotion and "naming and branding" is insufficient to support the sustainable development of regional public brands, necessitating more in-depth and systematic research into their value composition and operational mechanisms.^[8]

Against the backdrop of the construction of Digital China and Digital Villages, digital technology is profoundly reshaping agricultural production methods and rural social structures, providing new tools and scenarios for the cultivation of traditional agricultural product brands.^[9] Digital Villages, as an important component of Digital China, are considered a crucial path to promote rural industrial upgrading, improve rural governance systems, and achieve common prosperity. Their connotation has expanded from simple information infrastructure construction to a multi-dimensional system engineering project encompassing industry, culture, and governance (Li Yuanrou, 2025; Liu Peipei, 2025). In this process, big data, blockchain, short videos and live-streaming e-commerce, social media operations, and other digital technologies are rapidly penetrating agricultural product marketing and brand communication, enriching brand presentation methods, expanding sales channels, and strengthening consumer interaction, thus opening up new spaces for enhancing the value of regional public brands. Existing research shows that relying on digital marketing and e-commerce platforms can, to some extent, solve problems such as weak brand awareness, insufficient communication capabilities, and severe homogenization competition in agricultural products, and enhance the connection between brands and consumers (Huang Xing, 2025).^[10]

However, compared to discussions on digital marketing tools or agricultural e-commerce models, systematic research on the value enhancement mechanism of regional public brands of agricultural products from the perspective of "digital empowerment" remains relatively limited. On the one hand, research on regional public brands mainly focuses on brand creation models, management systems, and policy support, paying insufficient attention to the internal structure of brand value and its dynamic evolution. On the other hand, research on agricultural digitalization, rural e-commerce, and digital villages often starts from industrial transformation or changes in transaction models, lacking detailed analysis of how digital technologies play a role in specific dimensions such as brand awareness, brand trust, brand loyalty, and brand premium. The questions that need to be answered at both the theoretical and practical levels

are: In the context of "digital empowerment," what are the key dimensions that constitute the value of regional public brands of agricultural products? Through which links do various digital technologies intervene in brand building and communication? How should different stakeholders collaborate to achieve effective transmission between brand value and increased farmer income and regional revitalization?

Based on this, this paper, against the backdrop of rural revitalization and digital village construction, takes regional public brands of agricultural products as its research object. It attempts to introduce the analytical perspective of "digital empowerment" after clarifying the composition of brand value, systematically exploring the mechanisms by which technologies such as big data, blockchain traceability, short videos and live-streaming e-commerce, and social media affect various dimensions of brand value. Combining practical cases of typical regional public brands, it summarizes the main models, advantages, and existing problems of digital empowerment. On this basis, it constructs a framework for enhancing the value of regional public brands of agricultural products and proposes policy recommendations and practical paths for local governments and brand operators. Through this research, it aims to provide theoretical support and practical reference for regional public brands of agricultural products to achieve "from existence to excellence, from strength to prosperity" in the new stage.

2. Theoretical Foundations and Related Research Review

2.1. The Theoretical Basis of the Value of Regional Public Brands of Agricultural Products

Defining and decomposing the value of regional public brands for agricultural products is the theoretical starting point for analyzing the digital empowerment mechanism. Based on brand economics, consumer behavior theory, and agricultural brand communication theory, existing research generally agrees that brand value is not a single indicator, but rather a combination of multiple dimensions, including brand awareness, brand trust, brand loyalty, differentiated image, and pricing power. These dimensions are further influenced by factors such as product characteristics, regional identity, industrial support, institutional guarantees, and consumer perception, forming a relatively complete value generation logic. This multi-dimensional structure provides a theoretical foundation for identifying the specific focus of digital technology and lays the analytical starting point for constructing a brand value enhancement mechanism framework in the following sections.

2.2. Research on the Value of Regional Public Brands of Agricultural Products

In the research on the value of regional public brands of agricultural products, the academic community has formed a relatively systematic discussion. Ding Xu and Wang Liming (2025), taking Chongqing as an example, pointed out that the construction of a regional public brand system requires concerted efforts in three aspects: regional characteristics, technological support, and market mechanisms, in order to solidify the foundation of brand value. Min Shi and Qing Ping (2024) sorted out the logic of brand building promoting rural industrial revitalization from the dimensions of resource allocation, economies of scale, and structural upgrading, emphasizing the core role of brand economic effects in regional development. Zhao Beibei and Yang Yi (2025), taking the Anxi tea industry as a case, proposed a top-level design model that combines brand positioning as the core with institutional support and market orientation, emphasizing the key influence of brand governance structure on value realization. Ma Lei and Jia Yanfang (2024) constructed a model of influencing factors of regional public brands from the perspective of the ecosystem, pointing out that soft factors such as ecological environment, cultural environment, and consumer responsibility awareness have a deep supporting role in the long-term value of brands. Overall, this research line reveals that the

generation of value of regional public brands of agricultural products depends not only on industrial and institutional arrangements, but is also embedded in the broader regional ecological and cultural system.

2.3. Digital Empowerment and Brand Value Assessment

With the rapid development of the digital economy and new-generation information technology, the role of digital intelligence technology in agricultural product brand building is becoming increasingly prominent. Li Huaicang et al. (2025) focused on agricultural brands in ethnic minority areas, arguing that "5G+ABC" technology is reshaping the brand communication ecosystem, forming a digital intelligence brand pattern with "new farmers" as the main body, "live streaming + e-commerce" as the main path, and "three products and one standard" as the quality foundation. Zhang Ye (2025) pointed out from the perspective of brand value enhancement that digital technology can be deeply embedded in brand awareness, brand building, and consumer interaction, promoting the transformation of brands from "product-oriented" to "experience-oriented". Dai Hongli and Liu Guiquan (2024), taking Liaoning Province as an example, emphasized the guiding role of local governments in digital infrastructure, e-commerce platforms, and brand standard governance, and proposed to build a "government-platform-enterprise" three-element collaborative mechanism to improve overall communication capabilities. Xu Fangting et al. (2024), based on the Xiangxi case, combined TRIZ theory with AIGC technology, proposing a regional brand promotion path of "digitalization + experience + ecology", enhancing brand communication efficiency and aesthetic value through digital interactive platforms.

In terms of brand value assessment and performance measurement, scholars have conducted multi-dimensional explorations around model construction and indicator system design. He Qing and Lu Xinyi (2025) calculated the brand value of Chongming freshwater crab based on the Interbrand model, emphasizing the important role of brand growth and market share in value formation. Li Baochan et al. (2024) took "Pingguo Guizhong Flower Pig" as the object, introduced excess returns and brand strength factors to modify the model under the Interbrand framework, and improved the applicability of the model to geographical indication agricultural products. Xia Xueqi and Li Chunbo (2024) improved the Sinobrand model by introducing web crawling and text sentiment analysis into consumer preference measurement, which strengthened the model's characterization of subjective cognitive dimensions. Pang Jing (2020) used the analytic hierarchy process and fuzzy comprehensive evaluation method to construct a regional public brand evaluation system, and verified the core position of financial performance in brand value in the case of Ankang selenium-rich tea. Furthermore, Gong Shujuan (2023) took Fujian tea brands as an example and used the macro multiplier principle to analyze the driving effect of brands on the local economy, thus expanding the extension dimension of brand value assessment.

In summary, existing research has provided an important foundation for understanding brand value composition, regional public brand building pathways, the application of digital technologies, and brand value assessment methods. However, overall, most findings still focus on a single perspective of brand building or digital technology, lacking a systematic integration of the entire chain of "digital empowerment-mechanism of action-value enhancement." Furthermore, the mechanistic analysis of how specific dimensions such as brand awareness, trust, loyalty, and premium are differentially influenced by digital tools requires further development. Building upon the aforementioned research, this paper attempts to construct an analytical framework of "value composition—digital empowerment path-brand value enhancement mechanism," using the multidimensional structure of brand value as a core fulcrum and incorporating a comprehensive perspective of digital technology embedding paths and evaluation tools. This framework lays a theoretical foundation for future research.

3. Research Approach and Analytical Framework

3.1. Composition of the Value of Regional Public Brands of Agricultural Products

Building upon existing research, this paper interprets the value of regional public brands for agricultural products as a comprehensive system comprised of multiple dimensions, rather than a single economic indicator. Combining brand economics and local brand evaluation practices, brand value comprises at least four interconnected core dimensions: First, brand awareness, which refers to the degree to which target consumers are aware of and remember the brand name, logo, and the regional image it represents—a prerequisite for brand value formation. Second, brand trust, primarily reflecting consumers' overall judgment on the quality and safety of agricultural products, the controllability of the production process, and the credibility of the regional public brand; closely related to geographical indication certification, quality standard systems, and traceability systems. Third, brand loyalty, manifested as consumers' tendency to repeatedly purchase or prioritize the brand among multiple similar options; influenced by factors such as product stability, emotional identification, and word-of-mouth marketing. Fourth, brand premium capability, referring to the price difference consumers are willing to pay for the added value of a brand under conditions of homogeneous or similar products; it is the concentrated manifestation of brand value ultimately realized in market transactions.

3.2. The Mechanism of Digital Intelligence Empowerment

Against the backdrop of digital villages and "digital empowerment," digital technologies provide new tools and pathways for the formation and enhancement of the various dimensions of brand value. Based on relevant research and practical experience, this paper summarizes the mechanism by which digital empowerment enhances the value of regional public brands of agricultural products into three interconnected sub-mechanisms.

First, information reach and perception shaping mechanisms. Digital tools such as big data analysis, search engine optimization, short videos, and live-streaming e-commerce have significantly expanded the reach and frequency of regional public brands, allowing brand images that previously relied primarily on offline exhibitions, traditional media, and word-of-mouth to be repeatedly presented and reinforced across multiple platforms and scenarios. Through algorithmic recommendations and refined audience profiling, brands can more accurately reach their target consumer groups, improve perception efficiency, and build a more comprehensive regional image through content-driven expression and storytelling. Second, trust building and risk control mechanisms. Blockchain traceability, IoT monitoring, and online quality tracking systems enable real-time recording and visualization of information such as origin, production process, and inspection and quarantine. Consumers can not only directly obtain product origin and quality information by scanning codes, but also judge brand performance through platform reviews and public opinion feedback, thereby enhancing their overall trust in regional public brands. Simultaneously, unified supervision and early warning by governments or industry organizations using digital platforms help reduce risks such as counterfeiting and brand dilution, providing institutional support for the consolidation of brand trust. Third, interactive experiences and value co-creation mechanisms. Leveraging technologies such as social media, live-streaming interaction, user-generated content (UGC), and AIGC, regional public brands can engage in two-way and even multi-way interactions with consumers on a larger scale. Consumers are no longer passive recipients of products but actively participate in shaping and disseminating the brand story through likes, comments, sharing, posting photos, and participating in activities, driving brand loyalty and emotional connection. In this process, brands can adjust their product structure and communication

strategies based on interactive data, forming a "data-feedback-optimization" cycle that helps translate into more stable pricing power and long-term value.

Overall, digital empowerment is not simply a matter of adding up technologies. Instead, it works through a continuous chain of "information reach - trust building - interactive co-creation" to affect four dimensions: brand awareness, brand trust, brand loyalty, and brand premium, thereby influencing the formation and evolution of the overall brand value.

4. Digital Empowerment for Regional Public Brands of Agricultural Products

4.1. Current Status of Development and Digitalization of Regional Public Brands for Agricultural Products

Overall, the development of regional public brands for agricultural products in China is characterized by "rapidly increasing quantity, significant quality differences, and uneven levels of digitalization." Some regions with early start, strong foundations, and high industry concentration have largely completed the transformation from simply having a brand to having a strong image and reputation, forming a brand operation pattern led by the government, coordinated by industry organizations, and implemented by leading enterprises and cooperatives. However, a considerable number of brands remain at the level of naming and awarding plaques and image promotion, lacking continuous operation and systematic management. In terms of digitalization, the gap between different regional public brands is particularly prominent. One type of brand can comprehensively utilize online scenarios such as e-commerce platforms, short videos and live streaming, and e-commerce festivals, equipping themselves with dedicated operation teams to gradually accumulate fans and data assets. Another type of brand's digitalization practices are more fragmented, limited to opening online stores or occasional live streaming, with unstable content updates and limited data application, making it difficult to achieve sustained brand exposure and user retention. In general, the coexistence of "brand building fever" and "shortcomings in digital operation" is a common reality at present.

4.2. Digital Intelligence Empowerment Path and Practice Model

From a practical perspective, the digital empowerment of regional public brands can be broadly categorized into three types. First, the "government platform + brand matrix" model. Local governments or relevant departments uniformly build digital platforms for public brands, designing unified visual identities and quality standards. These platforms, including official websites, WeChat official accounts, and mini-programs, centrally showcase regional brands and their authorized entities, achieving overall brand image output and credibility endorsement. Enterprises, cooperatives, and farmers conduct online sales and promotion under unified rules, sharing the traffic and trust brought by the public brand while also assuming corresponding quality responsibilities. Second, the "leading enterprise + supply chain collaboration" model. Centered on leading enterprises within the region, this model integrates regional public brands into the enterprise's overall brand strategy. Through self-built e-commerce flagship stores, brand websites, live streaming rooms, and social media accounts, it drives upstream farmers and cooperatives to adopt unified standards, packaging, and sales. Digitalization investment is primarily borne by leading enterprises, resulting in rapid brand dissemination and sensitive market responses. However, this model demands high levels of corporate governance and profit-sharing mechanisms, requiring a balance between "enterprise leadership" and "regional publicness." Third, the "new farmers + multi-platform operation" model. Centered on young entrepreneurs returning to their hometowns and e-commerce livestreamers, this model leverages personal branding and content creation to continuously share stories of production

sites, processes, and consumer experiences on short video platforms, social media, and online communities. It links personal influence with regional public brands, propelling brands to wider audiences. While innovative and flexible, this model can easily lead to issues such as improper brand usage and lax quality control if unified standards and institutional coordination are lacking.

4.3. Brand Value Enhancement Effects and Main Problems

Overall, digital empowerment has driven the enhancement of regional public brand value for agricultural products across multiple dimensions. In terms of brand awareness, multi-platform dissemination and algorithmic recommendations have significantly expanded brand exposure, giving many previously niche regional brands nationwide attention. Regarding brand trust, traceability systems, online testing information, and unified labeling have strengthened consumer confidence in origin and quality. In terms of brand loyalty, some brands have cultivated a stable consumer base through fan communities, membership benefits, and interactive activities. Regarding brand premium, product prices and farmers' incomes have improved thanks to brand stories and scenario-based marketing. However, there are also issues that cannot be ignored. First, there are shortcomings in digital infrastructure. In some regions, weak network conditions, a lack of talent, and insufficient operational experience have resulted in digital applications remaining merely a "formal launch." Second, content production is homogenized, brand positioning is unclear, and there is an over-reliance on short-term traffic, making it difficult to build long-term brand assets. Third, multi-stakeholder collaboration is not smooth enough. There is a lack of stable mechanisms for data sharing, standard implementation, and revenue distribution among governments, enterprises, platforms, new farmers, and individual farmers, affecting the sustainability and fairness of digital empowerment. Fourth, the brand value assessment and feedback system is lagging behind, lacking data-driven dynamic monitoring and adjustment tools, making it difficult to promptly identify the true effects of different digital paths. Therefore, while acknowledging the positive role of digital empowerment in brand awareness, trust, loyalty, and premium pricing, it is even more necessary to address these issues at the level of institutional design and governance mechanisms to lay the foundation for building a systematic brand value enhancement mechanism and strategy.

5. Conclusion and Recommendations

5.1. Main Research Conclusion

Against the backdrop of rural revitalization and digital village construction, this paper takes regional public brands of agricultural products as its object, starting from the composition of brand value and the mechanism of digital empowerment, and analyzes it in conjunction with practical experience, mainly drawing the following conclusions. First, the value of regional public brands of agricultural products has a multi-dimensional structural characteristic. Brand awareness, brand trust, brand loyalty, and brand premium capability constitute the four core dimensions of brand value, which are reflected not only in consumers' subjective cognition and emotional preferences, but also externalized at the regional economic level through price premiums, market share, and industrial driving effects. "Hard factors" such as product quality and industrial foundation, and "soft factors" such as regional culture and institutional environment, jointly shape the foundation for brand value generation. Second, digital empowerment is embedded in the brand cultivation process through three links: "information reach and cognition shaping-trust building and risk control-interactive experience and value co-creation," acting on different dimensions of brand value. Big data, short videos and live streaming, and e-commerce platforms have significantly expanded the reach of brand communication and improved brand awareness efficiency. Blockchain traceability and online

quality tracking have strengthened brand credibility and security. Social media interaction, fan communities, and digital experience scenarios help enhance consumer stickiness and emotional identification, providing support for brand premium capabilities. Third, in practice, various digital empowerment models have emerged, such as "government platform + brand matrix," "leading enterprise + industrial chain collaboration," and "new farmers + multi-platform operation," each with its own characteristics in terms of technology investment entities, operational mechanisms, and profit distribution methods. Overall, digital applications have played a positive role in enhancing brand awareness, strengthening consumer trust, consolidating loyalty, and expanding premium space. However, problems such as insufficient basic digital capabilities, poor multi-entity collaboration, severe content homogenization, and lagging value assessment and feedback mechanisms remain prominent, hindering the continuous accumulation and stable release of brand value.

5.2. Digitalization Strategies to Enhance Brand Value

Based on the above conclusions and the current realities of regional public brands for agricultural products, the digital empowerment strategy can be implemented from the following aspects: First, improve the supply of public digital platforms and systems. Local governments and industry authorities should, on the basis of existing public brand development, accelerate the construction of digital platforms integrating brand display, quality supervision, traceability management, and data statistics, unify brand identity and usage standards, improve authorization management and exit mechanisms, and prevent brand dilution and abuse through institutional constraints and technical support. Simultaneously, regional public brands should be incorporated into the overall plan for digital rural development and digital economy development, with appropriate support in areas such as fiscal subsidies, infrastructure construction, and digital talent training. Second, enhance the digital capabilities of brand operators. Brand management agencies, leading enterprises, and cooperatives should optimize the configuration of their online operation teams based on their own resource endowments, and strengthen their capabilities in data analysis, content planning, and user operation. Under the premise of unified brand positioning and core values, they should systematically plan the content style and dissemination rhythm of channels such as short videos, live streaming, e-commerce stores, and social media matrices, avoiding simply chasing traffic and short-term hits, and gradually developing brand stories and visual systems that fit the regional characteristics. Encourage cooperation with professional MCN agencies and third-party technology service providers to introduce external professional expertise to compensate for shortcomings in our own capabilities. Third, stimulate the enthusiasm of new farmers and individual farmers in co-creating brand value. Through training and mechanism design, guide returning entrepreneurs, e-commerce experts, and other new farmers to form standardized and stable cooperative relationships with regional public brands, establishing clear boundaries and division of responsibilities in content creation standards, brand logo use, and quality commitments. For farmers participating in standardized production and brand building, explore a profit-sharing mechanism linked to brand performance, genuinely transmitting a portion of the brand premium to the production end, enhancing their intrinsic motivation to participate in brand co-construction and maintain the brand image. Fourth, construct a brand value assessment and dynamic optimization mechanism. Based on summarizing existing assessment practices and combining the characteristics of regional public brands, construct an indicator system covering dimensions such as brand awareness, trust, loyalty, premium, and industrial driving effect. Explore evaluation methods combining online behavioral data, sales data, and survey data, and establish a regular assessment and feedback mechanism. Through cost-effectiveness comparative analysis of various digital initiatives, adjust channel strategies and resource investment directions in a timely manner, forming a closed-loop management of "assessment-feedback-optimization."

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