

Brand building, brand experience and brand loyalty in e-Commerce platform: Basis for marketing agricultural product

Cui, Runyan ✉

Graduate School, Lyceum of the Philippines University - Batangas, Philippines (320505017@qq.com)



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Abstract

With the continuous improvement of marketization level, more and more agricultural products have entered the market, and the problem of "difficult to sell" agricultural products has become prominent. Due to the inherent disadvantages of agricultural products compared to industrial products (such as cross cyclical), severe price fluctuations and unsold products are more likely to occur, which can seriously dampen the production enthusiasm of farmers. Brand loyalty has a significant impact on agricultural product marketing, and enhancing brand loyalty is an important means to promote agricultural product marketing. The purpose of this article is to clarify the relationship between the level of agricultural product brand building, brand experience, and brand loyalty by combining relevant literature, and then propose specific strategies for agricultural product brand building and improvement to solve the rare problem of agricultural product buying and selling. Firstly, based on the results of literature review and expert interviews, this article designed three scales for agricultural product brand building level, brand experience, and brand loyalty, and completed the questionnaire design. The relationship between brand building level, brand experience, and brand loyalty was explored through questionnaire surveys and SPSS statistical analysis software. Research has shown that there is a positive correlation between brand building level, brand experience, and brand loyalty; At the same time, the level of brand building is positively correlated with the brand experience process. This article proposes a framework for the impact mechanism of agricultural product brand loyalty, providing suggestions for the improvement of agricultural product brands.

Keywords: agricultural product marketing, agricultural product brand building level, agricultural product brand experience, brand loyalty, structural equation model

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1. Introduction

Agriculture is the source of human food and clothing, the foundation of survival, and the primary condition for all production. It provides grain, non-staple food, industrial raw materials, capital, and export materials to other sectors of the national economy. With the development of society and technological progress, the production, processing, and sales of agricultural products are facing new challenges, and the problem of difficulty in buying and selling agricultural products is becoming increasingly serious. In the modern information age, building the industrial development model of "Internet plus agriculture" can further play the guiding role of network technology in the agricultural industry, promote the optimization of agricultural production and marketing model (Chen, 2022), and e-commerce of agricultural products is getting more and more attention. The commercial platform has greatly promoted the rapid circulation of agricultural products, realized the effective connection between farmers and final consumers, and realized the mutual combination of capital flow, information flow and logistics.

However, due to the relatively small demand elasticity of agricultural products, the lack of product differentiation, strong substitutability, and the inability of customers to directly feel the quality of agricultural products on the e-commerce platform, e-commerce for agricultural products has both opportunities and challenges. From the perspective of the circulation process of agricultural products, they have a good regional brand, which can attract consumers' attention and stimulate their purchasing desire. To some extent, this has also made the development of e-commerce for agricultural products more prosperous and expanded the sales channels for agricultural products. However, in the development process of agricultural e-commerce, the quality of agricultural products varies. Therefore, establishing a brand image of agricultural products can not only improve the quality of agricultural products from a fundamental level, expand the market influence of energy products, but also enhance the competitiveness of agricultural products and promote sustainable development of the agricultural industry and economy. (Liu & Kao, 2018; Guo, Jin, Zhao, Wang, & Zhao, 2022)

Agricultural product brands are an extension of brands in the agricultural field, an inevitable result of improving the competitiveness of agricultural products under market economy conditions, and a fundamental measure to solve the "three rural" problems. Continuously promoting the construction of agricultural product brands helps to enhance the core competitiveness of agricultural products and drive rural development. One of the most important goals of agricultural product brand building is to enhance brand loyalty. Brand loyalty is a measure of brand loyalty, formed by consumers repeatedly purchasing and using the brand, and generating a certain degree of trust, commitment, emotional maintenance, and even emotional dependence on the brand. Customers with high brand loyalty have lower price sensitivity and are willing to pay high prices for high quality. They can recognize the value of the brand and consider it as friends and partners, and are also willing to contribute to the brand. Improving brand loyalty can bring many benefits to agricultural product management enterprises, including a growing customer base, significant revenue growth, competitive advantage, and business growth.

The most direct factor affecting brand loyalty is the user's brand experience (Sung & Kim, 2010). Brand experience is the personalized feeling that individual customers have in response to certain experiences of the brand, including the marketing efforts made by operators during customer consumption and before and after the purchase of brand products or services. That is to say, brand experience is the specific experience and feeling of customers towards the brand. The specific feelings of customers towards the brand are determined by the level of brand building. The level of brand building is a comprehensive reflection of many factors such as brand value, brand competitiveness, and brand building quality. Among them, the improvement of brand value is the ultimate

goal and quantitative result of brand building. The level of agricultural product brand building is mainly determined by internal attributes, social expectations, and external attributes. Therefore, this article focuses on the path of improving agricultural product brand loyalty in the field of agricultural product marketing, focusing on the impact of brand experience and brand building level on brand loyalty. To provide modern agricultural construction ideas and references for agricultural product management enterprises and relevant government departments.

Objectives of the Study - This study aimed to determine the impact of agricultural product brand building level on agricultural product and brand experience on the brand loyalty of live broadcast e-commerce agricultural products. Specifically, the thesis aimed to determine the brand building level of agricultural products in terms of agricultural products' quality, price, image, packaging identification and diffusion; assess the brand experience in terms of sensory, emotional, behavioral and intellectual aspects; in terms of external attributes of agricultural products. Determine brand loyalty in terms of behavior brand loyalty, intentional brand loyalty and oppositional brand loyalty. Test the significant relationship between the brand building level of agricultural products and brand loyalty; and between brand experience and brand loyalty. Develop a framework that will be use as basis for marketing agricultural products.

2. Methods

Research Design - In order to collect the necessary information, researchers used descriptive design methods. Specifically, this study uses quantitative descriptive methods to evaluate the level of agricultural product brand building and the impact of brand experience on brand loyalty. Researchers manage questionnaires and collect data through email, questionnaire stars, and manual distribution. Online surveys include the functionality of various devices, platforms, and browsers. In addition, we also collaborated with the management and marketing teams of agricultural product operating enterprises in the surveyed areas to ensure support and preparation for completing the survey questionnaire.

Participants of the Study - This study is about the relationship between brand building, brand experience, and brand loyalty in agricultural product marketing on e-commerce platforms. Therefore, the research objects of this study mainly focus on e-commerce enterprises and agricultural product enterprises. The collection scope of research samples is mainly concentrated in the Central Plains region (Shandong, Henan, and Hubei provinces), the Beijing Tianjin Hebei region (Beijing, Tianjin, Hebei provinces and cities), and the Yangtze River Delta region (Shanghai, Jiangsu, Zhejiang provinces and cities). Due to the fact that the survey questionnaire is distributed through the internet, it may cross company and geographical limitations. Finally, a total of 350 questionnaires were distributed and 300 valid questionnaires were collected.

Data Gathering Instrument - This study adopts empirical research methods and collects the required data through questionnaire surveys. The questionnaire designed for this study consists of four parts. The first part is the statement of the questionnaire and the basic information of the individual and company of the respondent, including gender, marital status, age, position, and educational level; The second part is the measurement of brand building level; The third part is brand experience measurement; The fourth part is the measurement of brand loyalty. In the second part, the measurement of brand building level mainly refers to the scales (MLQ) of Bass (2003) and Burn (1978), and based on the current research status and limitations of this study, relevant projects have been improved to enhance the scientific, representative, and effective research results. It mainly includes four dimensions: quality, price, packaging, and overall, with a total of 20 questions. In the third part of the measurement of brand experience, the main reference is Brakus, Schmitt, and Zarantonello (2009). This study measures the brand experience of agricultural products from four dimensions: sensory, emotional, behavioral, and intellectual. The brand experience scale includes 20 items, including sensory (5 items), emotional (5 items), behavioral (5 items), and intellectual (5 items).

In the fourth section measuring brand loyalty, the research of Jorge V and Andrea T (2017) provides primary

reference. In order to adapt to the characteristics of agricultural products, the questions used have been merged and modified. The brand loyalty table includes 15 items: behavior (5 items), overall (5 items), and optional (5 items). The measurement of brand building, brand experience, and brand loyalty is based on the Likert scale. Numbers 1 to 4 indicate the consistency between the respondents and the question item. The larger the number, the higher the consistency between the respondents' opinions and the content of the question. Specific Likert scales: 1- strongly disagree, 2- disagree, 3- agree, 4- strongly agree. Although previous scales were used in this study, due to the different specific situations of the scales, in order to provide respondents with a clearer understanding of the main content and questioning methods of the scale, the sentence of the scale was slightly modified, which is more suitable for the language expression habits of different places. The revised questionnaire was validated by experts and subjected to reliability testing.

Data Gathering Procedure - The questionnaire was designed through literature analysis and comprehensive expert opinions, and then revised and improved under the guidance of consultants. Conduct a preliminary survey by distributing questionnaires online through the Questionnaire Star research platform. 20 experts were invited to pre-test the questionnaire, further improving its structure and language expression. The pre-test of the questionnaire indicates that the Cronbach of each variable α Both the CR and CR values are higher than 0.7, indicating that the scale has acceptable reliability. After the questionnaire was confirmed, the researchers prepared a letter of intent as a request to collect data from the respondents. The top management of the surveyed enterprise approves the research work and keeps all information collected confidential. After approval, the study began distributing questionnaires to the respondents.

Ethical Considerations - The research was based on academic ethics and is transparent to the research process and findings. The questionnaire used was researcher made based on the research of existing scholarly works and studies. In the course of the questionnaire survey, there have been questionnaire reminders to assure the surveyed that the data provided will be kept confidential. If it is shared with others without the respondents' consent, it is an unethical behavior. When designing the questionnaire, the name of the respondents were not involved, and the number 0 was assigned to the missing data or wrong input. Participants are aware of the purpose, benefits, risks, and funding sources of the study before agreeing or refusing to participate. Participants have the right to participate voluntarily. Participants are free to choose whether to participate in this study at any time. We inform participants in advance that refusing to participate will not have any negative consequences or impact, and that all participants can withdraw or leave this study at any time without feeling obligated to continue and without providing a reason for leaving. All participants have privacy rights. Participants' data will be kept confidential and they can stop filling out the questionnaire at any time for any reason. We considered each possible source of harm in our research, as well as specific methods to mitigate them, to ensure that participants are informed of all potential risks of harm.

Data Analysis - Weighted mean and rank were used to determine the brand building level of agricultural products in terms of agricultural products' quality, price, image, packaging identification and diffusion; to assess the brand experience in terms of sensory, emotional, behavioral and intellectual aspects; and in terms of external attributes of agricultural products, determine brand loyalty in terms of behavior brand loyalty, intentional brand loyalty and oppositional brand loyalty. The result of Shapiro-Wilk Test showed that p-values of all variables were greater than 0.05 which means that the data set was normally distributed. Therefore, Pearson r was used to test significant relationship as part of the parametric tests Regression analysis was used to determine brand building and brand experience as significant predictors of brand loyalty. All analyses were performed using SPSS v. 28.

3. Results and Discussion

Table shows the assessment on brand building level of agricultural products. It was observed that the respondents agreed on the cited indicators with a composite mean of 3.27. Ranked the first was quality with a weighted mean of 3.31. The quality and safety of agricultural products play a crucial role from various

perspectives. Among them, the environmental safety of crop production areas plays a decisive role in the quality and safety of agricultural products. In other words, the prerequisite for ensuring the quality and safety of agricultural products is to ensure the environmental safety of the agricultural production areas. Ensuring the growth environment of crops is the most important step in ensuring the quality and safety of agricultural products. This is because all the substances extracted by agricultural products during their growth come from the resources of the crop production area, such as the nutrients absorbed in the soil, water, and air absorbed during photosynthesis. If these factors are polluted, then agricultural products will also be polluted; accordingly, the agricultural products produced under pollution not only pose a threat to human health, but also pose a threat to the continuity of the Chinese nation in the long run.

China has a long agricultural civilization, a large arable land area, and a large agricultural population, making it one of the largest agricultural countries. So it is not difficult to come to the conclusion that agriculture and its related ancillary products account for a large proportion of the food proportion of Chinese residents, and the quality and safety of agricultural products must also be given top priority in the entire food safety system.

Table 1

Brand Building Level

Indicators	Weighted Mean	Verbal Interpretation	Rank
Quality of agricultural product	3.31	Agree	1
Price of agricultural products	3.25	Agree	3.5
Image of agricultural products	3.27	Agree	2
Packaging identification	3.25	Agree	3.5
Composite Mean	3.27	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

The image tied as 2nd rank with weighted mean of 3.27. For the agricultural product industry, maintaining brand image is crucial for consolidating its market competitiveness and enhancing brand value. To establish a solid brand image, enterprises need to conduct large-scale continuous investment, including market research, educating consumers, and enhancing the brand's own recognition. This entire process takes a long time to show some effectiveness. Maintaining the brand image of agricultural products is very important. Compared to professionals, the public's understanding of individual brands is limited, especially in the current situation where domestic and foreign brands in major countries are constantly flooding the Chinese agricultural product market. Once an authentic brand is exploited by unscrupulous merchants, not only will all the efforts made by the brand merchants be in vain, but the poor quality of agricultural products will also confuse consumers' recognition of brand value and disrupt market order.

However, such indicators Price and Packaging identification were both tied as 3.5th rank with weighted mean of 3.25. Agricultural product packaging design is an important condition for agricultural product trading! Good packaging can quickly attract consumers' attention, stimulate their purchasing desire, and play a very important role in promoting the sales of agricultural products. The packaging of agricultural products in China is still in its early stages, and some knowledgeable individuals in China have begun to call on the agricultural sector, agricultural product distributors, and agricultural workers to pay attention to the packaging of agricultural products. Now we have entered the era of branding from the era of products. It is no longer a shortage of product supply, as long as the product is good, there will be good sales. Instead, there is sufficient product supply, and product homogenization is very serious. With good products, good packaging is necessary to have good sales. Especially the homogenization of agricultural products is more severe, and it is even more necessary to have their own unique brand personality and attractive agricultural product packaging effects.

The level of brand building is usually regarded as the customer's perception, attitude, purchase intention and premium Willingness to pay of the brand. The level of brand building from this perspective not only reflects the customer's attitude towards the brand, such as loyalty, perceived value, association and awareness but also reflects the brand's achievements in the market think that the brand building level of Ningxia wine is reflected in four dimensions, namely, consumers' purchase intention and brand attitude, as well as consumers' perceived

brand quality and brand preference. From a financial perspective, some scholars use the method of financial profitability to measure the level of brand building, attributing the degree of financial growth of enterprises to the value created by the brand. The different perspectives on brand building levels, believe that customer based brand building is the key to driving brand financial performance growth. If customers do not perceive the potential value of the brand, it will reduce the brand's performance in the market, leading to the inability of enterprises to improve financial performance through the brand (Zheng, 2002).

The level of brand building reflects the economic value performance of a brand, reflects its profitability, and can be said to be a result variable of the level of brand building (Lei & Chaoyan, 2017). The richer the level of brand building, the higher the level of awareness and reputation in the minds of consumers, creating additional value that attracts customers. While establishing a good brand image, it can attract and transform consumer purchasing behavior in a fiercely competitive market environment, create a good level of brand building, and significantly enhance the economic strength and growth ability of the enterprise.

The brand image of agricultural products includes natural factors or human factors. Among them, natural factors represent the natural and climatic adaptability of agricultural products on specific areas, and humanistic factors represent the professional knowledge and skills required for the production or processing of agricultural products. Consumers who perceive the quality of agricultural products, the easier it is to experience the perceived value brought by the brand image, thereby enhancing the recognition of the level of agricultural product brand construction. Because the humanistic and natural environment in a region may be closely related to the evaluation of products in the region, the regional logo may provide better product differentiation, thereby increasing the possibility of distinguishing the product from competitors.

Table 2

Brand loyalty for agricultural products

Indicators	Weighted Mean	Verbal Interpretation	Rank
Behavior	3.25	Agree	1.5
Intentional	3.25	Agree	1.5
Oppositional	3.22	Agree	3
Composite Mean	3.24	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 2 shows the assessment on brand loyalty for agricultural products. It was observed that the respondents agreed on the cited indicators with a composite mean of 3.24. Brand loyalty is a psychological reaction of consumers towards brand preference, manifested as a bias towards a certain brand in the selection of similar products. Brand loyalty reflects consumers' trust and dependence on the brand, which not only depends on the quality and popularity of the product itself, but also is related to consumers' usage experience and personality preferences.

Behavioral and Intentional were all tied 1.5th with a weighted mean of 3.25. The more times consumers purchase products from the same brand within a certain period of time, the higher their loyalty to the brand. However, this indicator is not absolute and should be treated differently based on the size of product demand elasticity. For products with low demand elasticity but not durable, measuring brand loyalty based on the number of short-term repeat purchases is the simplest and most intuitive way to determine brand loyalty. Oppositional was tied as 3rd rank with weighted mean of 3.22. The changes in brand loyalty can also be analyzed through consumers' demand for competitive products. The increasing demand for competitive products by consumers indicates a stronger interest and favoritism towards them, indicating a decrease in loyalty to their own brand.

Table 3*Regression Analysis on Brand Building, Brand Experience, and Brand Loyalty*

Variable	B	β	t-value	p-value
(Constant)	1.097	0.000	4.195	0.000
Brand Building	0.498	0.406	7.729	0.000
Brand Experience	0.159	0.139	2.645	0.009

** . Note: R2 adj =0.199; F-value=38.207; p-value=0.000

A multiple regression was conducted to see if brand building and brand experience predicted brand loyalty (table 18). The fitted regression model was: Brand Loyalty =1.097+0.498 (Brand Building) +0.159(Brand Experience). Overall, the results showed the utility of the predictive model was significant, F-value = 38.207, R2adj =0.199, $p < 0.05$. All of the predictors explain a significant amount of the variance between the variables (19.9%). The results showed that brand building and brand experience were a significant positive predictors of brand loyalty.

The level of brand building is one of the important factors affecting brand loyalty. When consumers experience a high level of brand building and surpassing similar products, they will be loyal to the brand due to its high quality. If this brand has the best quality and technology in the world, and provides impeccable customer service, then consumer loyalty will be even stronger.

The brand experience of agricultural products can also affect brand loyalty. When choosing a brand, consumers not only consider the functionality and price of the product itself, but also make decisions based on their experience with the brand. If a brand can evoke resonance and emotional resonance among consumers, they will be more loyal to the brand. For example, the marketing activities of certain brands can touch consumers' hearts and create emotional resonance with the brand, which can increase consumers' loyalty to the brand.

Previous empirical studies by scholars have shown that customer experience has a direct impact on behavioral intention. We test experience as a driving factor for behavioral intention, and we speculate that a higher user experience will translate into a greater willingness to purchase and a greater likelihood of spreading positive word-of-mouth from retailers to others. Kavaratzis (2005) identified the best fit "comprehensive service" model that indicates that quality has a direct impact on satisfaction, and service value has a direct impact on behavioral intention. It is believed that customer perceived value has a significant and direct impact on customer satisfaction and purchase intention. Customer perceived value positively affects the behavioral intentions of luxury brands and popular fashion shoppers. An important factor affecting brand loyalty is brand experience. Customers feel that the experience value gained is higher than the cost paid in the actual brand Contact process, and will naturally have a good feeling for the brand. If brand interaction can continue to increase this good feeling, then high satisfaction and happiness create a emotional resonance for the brand, and it is this resonance that creates customer loyalty. After studying relevant literature, we found a positive correlation between customer brand experience and brand loyalty.

The previous concept system of product satisfaction was considered the foundation of cognitive evaluation. The research on satisfaction is based on the evaluation of product attributes, the cognitive process of confirming expectations, unfair judgments, or causal attribution. However, recent studies have shown a strong correlation between product satisfaction and the emotions generated by the product, indicating significant overlap in this process, which forms the foundation of consumer emotions and satisfaction. Therefore, product satisfaction seems to naturally rely on cognitive judgments and emotional reactions caused by consumption, both conceptually and empirically. The level of brand building directly determines user perception, affects brand experience, determines brand preferences and trust, and ultimately enhances customer satisfaction and brand loyalty. For example, a positive and memorable comprehensive brand experience service can help establish a trustworthy relationship with consumers and generate brand loyalty. From a cognitive perspective, the level of brand building is closely related to brand choices that can motivate consumers to make purchasing decisions and trigger brand purchasing behavior.

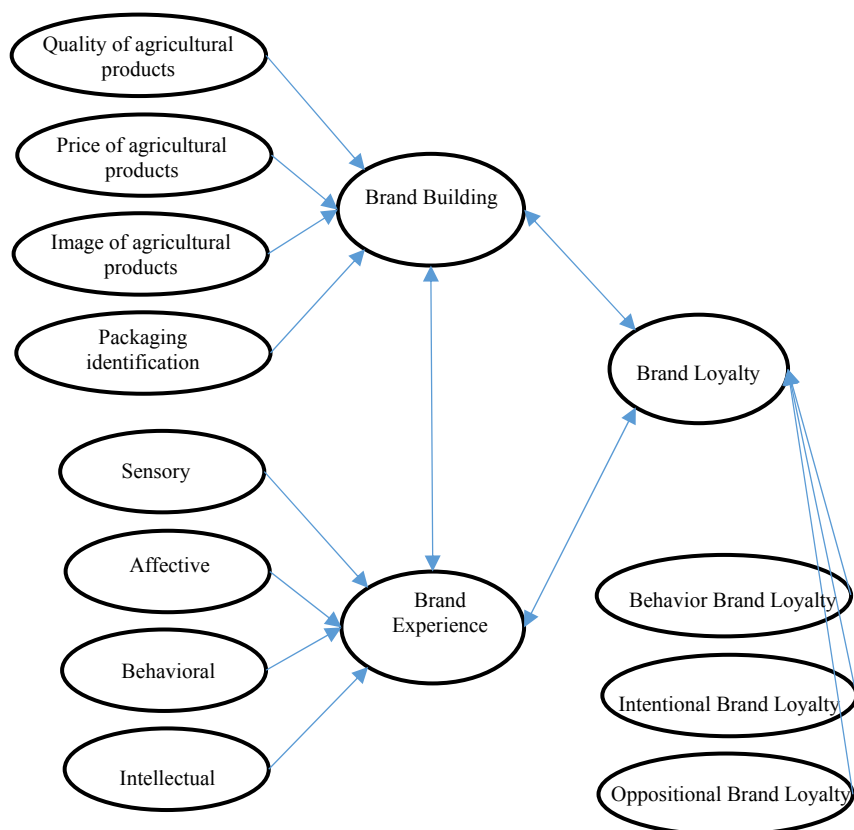


Figure 1. Structural Equation Verification of the Influence Mechanism of Agricultural Product Brand Loyalty

3.1 The Mechanism of Brand Experience Influencing Brand Loyalty

Budac & Baltador (2013) believes that brand equity is a multidimensional concept, and its four core brand loyalty refers to consumers' biased behavioral reactions to a specific brand and their emotional dependence on the brand's products or services. The most important part of brand assets is brand loyalty. Without loyal consumers, a brand is just a symbol for identification. Brand loyalty can make customers spend less time searching for information, and purchasing decisions based on loyalty may become a habit, stemming from current brand equity. Enterprises benefit from loyal customers because loyal customers are beneficial for reducing costs and implementing corporate work. In addition, loyal customers can provide enterprises with the opportunity to better respond to threats, such as competition in the ability of products to meet consumer needs.

Previous research on brand loyalty was mostly based on product attribute evaluation, cognitive processes for confirming expectations, and causal attribution. The conceptual system of brand loyalty is considered the foundation of cognitive evaluation. This study demonstrates a strong correlation between brand experience, customer perceived value, and brand loyalty. There is a strong correlation between brand loyalty and emotions caused by products or services, and there is a considerable overlap in customer perceived value during this process. This process is the foundation for constructing consumer emotions and satisfaction. Brand experience affects consumers' perception of brand equity, and brand experience elements are very important, not only because they can greatly affect brand equity, but also because these elements are controllable for the company, allowing brand owners to increase brand equity through experiential activities. Brand experience, as a new lever for companies and customers to create value, becomes a comprehensive experience, manifested at different levels and in every interaction between customers and the company or products. As a means for companies to

find new ways to gain sustained competitive advantage,

Customer perceived value is a key strategy for obtaining brand premiums and creating brand value. Brand premium is based on the benefits that a brand gains from familiarity, credibility, and trustworthiness, which in turn reduces the information cost and perceived risk in a purchase. Brand value is closely related to consumers' reactions to products or services with a specific brand name. Successful products or services include the sensory, emotional, ideological, behavioral, value, and relational components of customers. Each product or service has more than one component, and a specific combination depends on the characteristics of the product itself. By explaining the emergence and elaboration of senses, thoughts, emotions, behaviors, and connections in psychology and sociology, as well as their interactions and interrelationships, we can assume the existence of a "complex experience" consisting of multiple customer perceived value components. We can infer that by utilizing multiple components of customer perceived value, the entire hedonic value can be theoretically strengthened, and there are positive interfering factors in the activated components. In fact, each product we analyze utilizes some experience components, and our research

Research indicates that these components are not individually activated, and sometimes there are related overlapping regions, and these overlapping regions are clearly interrelated. From a management perspective, this indicates that when designing a value proposition focused on customer experience, companies should pay attention to the potential interactions between various customer experience components in their products or services and fully utilize them.

The core elements of brand experience are product and service quality. The exchange value in the product led logic, while the service led logic refers to the use value, and value is jointly created by service providers and customers. With the intensification of competition between brands, providing customers with unique experiences to achieve differentiation is also very important. If service providers all provide the same service, it is difficult for customers to choose between different service providers, so services are becoming commodities. Service providers and service designers are beginning to realize the importance of having a strong corporate brand. A strong service brand enables customers to better visualize and understand intangible services, while also reducing the perceived risk of customers purchasing services, which is difficult to evaluate before purchasing services. However, many companies cannot consider all the touchpoints of customer interaction with the brand, and they fail to view the brand as a comprehensive experience. All the points that customers experience are the brand. For example, if the luggage line is long, the passenger's seat is dirty, the tray strap has coffee stains, and the employee is indifferent, can the flight understand these?

3.2 The Mechanism of Brand building Influencing Brand Loyalty

Strengthening the construction of agricultural product brands can improve the scale, standardization, industrialization, and marketization level of agricultural production, promote the transformation of traditional agriculture to modern agriculture, and is an objective requirement for the development of modern agriculture; Strengthening the construction of agricultural product brands can promote resource integration, guide production factors such as land, capital, technology, and labor to optimize the allocation of branded agricultural products, and achieve the development of characteristic agricultural industrial clusters. It is an important carrier for adjusting the agricultural industrial structure; Strengthening the construction of agricultural product brands can achieve brand sales, facilitate the establishment of a comprehensive agricultural product quality inspection and traceability system, and ensure the consumption safety of agricultural products. It is an important means to improve the quality and safety level of agricultural products; Strengthening the construction of agricultural product brands is beneficial for improving the visibility and reputation of agricultural products, enhancing market competitiveness, and expanding the agricultural product market. It is an important way to achieve agricultural efficiency and farmers' income increase.

4. Conclusions and Recommendations

The level of brand building for agricultural products can be determined from the quality, price, image, packaging identification, and dissemination of agricultural products. The brand experience of agricultural products are highly determined in terms sensory, emotional, behavioral, and intellectual aspects. In terms of external attributes of agricultural products, brand loyalty are highly determined in terms of behavioral brand loyalty, intentional brand loyalty, and opposing brand loyalty. There is a significant correlation between the level of agricultural product brand construction and brand loyalty. There is a significant relationship between brand experience and brand loyalty. A framework on the influencing factors of agricultural product brand loyalty has been proposed as the basis for agricultural product marketing.

Agricultural product management enterprises may improve the level of agricultural product brand construction from four aspects: quality, price, image, and packaging identification of agricultural products. Enterprises may improve the brand experience of agricultural products from sensory, emotional, behavioral, and intellectual aspects and strengthen brand building and enhance brand loyalty in terms of brand building level and brand experience. Relevant government departments may strengthen agricultural product brand building and enhance brand competitiveness based on the framework proposed in this dissertation paper. Finally, future researchers may use other variables, such as brand value, brand affinity, etc., which may have a similar impact on the improvement of agricultural product brand loyalty.

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