

Analysis of Key Influencing Factors for Enhancing the Brand Value of Eco-Agricultural Products in Northwestern Sichuan under the Dual Carbon Goals

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Abstract

This study systematically analyzes the key factors influencing brand value enhancement for ecological agricultural products, using ecological products from Northwestern Sichuan as a case study. It uncovers the multidimensional components affecting brand value, highlighting the significance of ecological agricultural products in promoting sustainable agricultural development and their distinctive market characteristics and environmental benefits. The research reveals that brand value is significantly shaped by Brand Communication Strategy, Product Differentiation Strategy, and Marketing Innovation. A case study approach explores ecological agricultural brands, and products from Northwestern Sichuan, summarizing the factors contributing to their success. Empirical research substantiates the fundamental nature of these influencing factors. The comprehensive analysis indicates that building a robust brand image and adopting effective marketing strategies are essential for increasing the brand value of ecological agricultural products. Looking forward, industry participants are encouraged to strengthen brand development and optimize consumer experiences to navigate the intensifying market competition, thus achieving dual ecological and economic benefits.

Keywords: Ecological agricultural products, Brand value, Consumer behavior, marketing management, Product differentiation, Brand awareness.

1 Introduction

The brand value of eco-agricultural products is attracting increasing attention in today's global food supply chain. Its promotion is not only related to the sustainable development of eco-agriculture, but also directly affects consumers' purchasing decisions and market competition pattern. As consumers pay more and more attention to the concepts of health, environmental protection and sustainable development, ecological agricultural products have gradually become the new favorite in the market because of their unique production methods and environmentally friendly characteristics. However, although the consumption demand of ecological agricultural products is increasing, the process of improving its brand value is not smooth sailing.

At present, there are many challenges in the ecological agricultural products market, resulting in the brand value not being promoted as it should [1]. According to the research of relevant literature (literature review method), many ecological agricultural products brands lack effective communication strategies in marketing, resulting in low brand recognition and insufficient understanding of their value and characteristics by consumers. Due to the large number of market participants and fierce competition, many ecological agricultural products brands often have a certain degree of blindness in marketing and fail to truly grasp the target consumer groups. In this context, it is difficult to establish consumer brand loyalty, which affects the overall market performance.

At present, the quality standards and certification system of ecological agricultural products also need to be improved urgently. Different regions and even different countries have different definitions and standards for ecological products, which makes consumers face information asymmetry when choosing. For example, studies have shown that consumers often rely on personal experience and word of mouth when purchasing ecological agricultural products, rather than relying entirely on the information provided by the brand. This collective unconscious consumption behavior makes the market positioning of leaf agricultural ecological brands appear blurred, thus hindering the growth and value enhancement of the brand.

2 The concept and characteristics of ecological agricultural products

2.1 Definition of ecological agricultural products

Ecological agricultural products refer to agricultural products produced under the Ecological Agriculture system and managed by strict ecological standards. Its concept not only covers the principles of sustainable development followed in the production process, but also emphasizes the importance of environmental friendliness and meeting the health needs of consumers.

The production of ecological agricultural products emphasizes the use of chemically Synthetic Pesticides (Synthetic Pesticides) and Chemical Fertilizers (Chemical Fertilizers). In this process, traditional agronomic measures such as Biological Control and Crop Rotation are used to maintain the health of the ecosystem and soil fertility. For example, certain eco-farms have reduced their reliance on chemical pesticides by introducing natural enemies of pests. Studies have shown that this holistic ecological management approach can not only improve crop yields, but also enhance crop resistance to pests and diseases (Zhang et al., 2020) [2].

2.2 Characteristics of ecological agricultural products

Ecological agricultural products refer to fully considering the protection and sustainable

development of the ecological environment in the process of planting and production, and ensuring the naturalness and health of agricultural products through Organic Agriculture and related technical means. Such products usually have the following distinctive characteristics, which constitute their unique market competitiveness and brand value.

Eco-agricultural products emphasize organic production processes. Compared with traditional agriculture, ecological agricultural products prohibit synthetic chemical fertilizers and pesticides in the production process, but rely on the Natural Ecological Balance mechanism (Natural Ecological Balance) to control pests and diseases and effectively maintain soil health and biodiversity. This feature not only improves the safety of products, but also enhances consumers trust in brands to a certain extent and forms high value-added recognition of products. The data shows that the consumers of organic certified products have continued to grow in recent years, showing significant market demand and further enhancing the brand image of ecological agricultural products.

Ecological agricultural products focus on Sustainable Development. The production process of this product often goes through long periods of land management and ecological restoration, aiming at reducing the negative impact on the environment, allowing the soil to be regenerated and maintain its productive capacity. Through the implementation of agricultural measures such as Crop Rotation and Green Manure, ecological agricultural products can effectively inhibit soil erosion and ecological degradation while ensuring yield. Undeniably, with the increasing global attention to sustainable development, ecological agricultural products, as a part of sustainable consumption, will surely occupy a higher market share.

2.3 Market status of ecological agricultural products

The market status of ecological agricultural products is in a changeable consumption environment, and its unique ecological characteristics and the diversity of market demand together constitute a part of Chinas agricultural economy today [3]. In an in-depth analysis of market demand, we found that consumers pay more and more attention to the health and safety attributes of ecological agricultural products, resulting in a rapid growth in their market share. According to relevant research data, from 2019 to 2022, the total consumption of ecological agricultural products increased at an average annual rate of 15%, which is significantly higher than the growth rate of traditional agricultural products (National Bureau of Statistics, 2022) [4].

From the perspective of consumer preference, modern consumers not only consider its nutritional value when choosing food, but also pay more attention to the production process and ecological impact of products. According to the survey, about 78% of consumers are willing to pay higher prices for ecological agricultural products to ensure their quality and safety, especially in urban areas, where young consumers are more likely to accept new ecological products. This trend provides a new idea for the marketing strategy of ecological agricultural products, and

requires producers to pay more attention to brand building and dissemination, especially to strengthen the brand image of "green" and "organic".

In the current market competition, ecological agricultural products not only face direct competition from similar products, but also face the threat of traditional agricultural products, processed foods and imported products. Applying the analysis framework of "Porters Five Forces", we find that the high competition intensity in the market is mainly due to the decrease of consumers sensitivity to price and the improvement of quality demand, which further intensifies the competition situation in the market. At the same time, the threat of substitutes cannot be ignored, especially those nutritional products and organic processed foods that have been intensively promoted, which are gradually gaining recognition among consumers.

3 The connotation and constituent elements of brand value

3.1 Definition of brand value

The formation and development of brand value is an important research topic in the current marketing field, and its connotation covers many dimensions, such as consumer perception, brand recognition and enterprise competitive advantage. Under the background of ecological agricultural products, brand value is not only an important basis for consumers to choose products, but also the core asset of enterprises market competition.

The definition of brand value can be explained by the concept of "Brand Equity". Brand equity refers to a comprehensive index formed by consumers cognition, preference and trust in brands, which includes explicit value and implicit value. In the consumer psychology of ecological agricultural products, brand value is often closely linked with the naturalness, safety and environmental friendliness of products [5]. Therefore, brand value not only affects consumers purchasing decisions, but also becomes a key factor in the differentiated competition of enterprises [6].

From the perspective of consumers, brand value can be understood as "Perceived Value". According to marketing theory, the difference between perceived value and real value determines consumers purchase intention. In actual cases, the research shows that among the influencing factors of consumers purchase of ecological agricultural products, the brands environmental protection image and social responsibility occupy an important position [7]. Through in-depth interviews and questionnaires with consumers, the data obtained show that more than 70% of the respondents said that the brands environmental commitment significantly enhanced their purchasing confidence, which further shows the important role of brand value in consumption decisions.

3.2 Components of brand value

The components of brand value can be regarded as a collection of many internal and external factors that affect consumers decision-making and purchase intention. These factors not only affect the market performance of brands, but also determine the long-term sustainable development of brands to a certain extent. Brand Awareness (Brand Awareness) is one of the core components of brand value, which refers to consumers awareness of brands and their prominence in the market. According to relevant research data, high brand awareness is usually closely related to enhanced market competitiveness. For example, some ecological agricultural product brands are frequently exposed in advertising and marketing, thus successfully enhancing brand awareness and attracting more consumers.

Brand Associations is also a component that cannot be ignored. Consumers association with a brand includes not only its product characteristics, but also its values and image. For example, an organic agricultural product brand takes health and environmental protection as its core concept, and through a series of market communication strategies, it closely combines its brand connotation with the demands of sustainable development, so as to urge consumers to form positive brand associations, thus forming a strong psychological sense of belonging in the consumption process. The sentimental value brought by this association further enhances the overall value of the brand.

3.3 Methods of brand value evaluation

In today's fiercely competitive market environment, for ecological agricultural products brands, scientific evaluation of brand value has become an important way to enhance their market competitiveness and consumer identity. Brand value evaluation refers to the systematic analysis of the economic contribution and non-economic benefits of brands through a series of quantitative or qualitative methods [8]. The mainstream brand value evaluation methods mainly include market method, cost method and income method. Each of these methods has its own advantages and disadvantages, and is suitable for different brand management situations.

Among many brand value evaluation methods, market method is one of the most commonly used strategies. Based on the transaction data of market peers, this method calculates the relative value of brands by evaluating and comparing the market performance with similar brands. The advantage of this method lies in its intuitiveness and practicality, which can reflect the actual situation of the current market. However, the market method also has certain limitations. For example, the acquisition of data is often restricted by market transparency and the scarcity of similar brands, which may lead to bias in evaluation results. Therefore, when using this method, researchers need to carefully analyze market dynamics and competitive conditions to ensure the validity of the data used.

The cost law emphasizes the historical investment and maintenance costs of a brand, and calculates its intrinsic value by calculating various expenses in the process of brand formation

and enhancement. The advantage of this method is that it can provide a clear economic return analysis for the investment in brand building [9]. However, the cost method also has shortcomings, mainly reflected in its inability to fully consider consumers psychological perception and the long-term value of brands. In some cases, consumers emotional identification with brands and brand differentiation factors may not show significant economic effects through cost.

4 Factors affecting the brand value of ecological agricultural products (Northwestern Sichuan region)

4.1 The impact of consumer perception on brand value

In the contemporary market environment, consumer trust has been recognized as one of the key factors in the brand value construction of ecological agricultural products. Trust is not only consumers basic cognition of brands, but also the core driving force to promote Brand Loyalty and Repurchase Intention. Therefore, it is particularly important to deeply explore the composition of consumer trust and its influence on brand value.

The composition of consumer trust can usually be summarized into several main aspects, including Brand Image (Brand Image), Information Transparency (Information Transparency), Quality Assurance (Quality Assurance) and Corporate Social Responsibility (Corporate Social Responsibility). These components interact with each other and jointly affect the trust experience of consumers. Brand image involves consumers cognition of the overall impression of the brand, and its construction process not only depends on the brands Marketing Activities, but also is influenced by consumers past experience. For example, through the publicity and promotion of ecological agricultural products, brands can display their natural, organic and green product characteristics, thus enhancing consumers trust in products.

When discussing the promotion of brand value of ecological agricultural products, consumers brand awareness, as one of the key influencing factors, is directly related to the market competitiveness and customer loyalty of brands [13]. Consumers brand awareness not only affects their purchasing decisions, but also profoundly shapes the Perceived Value of products. Through the perceived value model, factors such as brand awareness, brand image and consumer experience can all affect consumers brand awareness to a certain extent.

Brand Awareness (Brand Awareness) is the foundation of consumer perception. The research shows that the higher consumers brand awareness of ecological agricultural products, the stronger their choice tendency. This phenomenon has been confirmed in many academic studies. For example, in a survey on organic food consumption, more than 70% of the respondents said that they would give priority to products with familiar brands. Therefore, when promoting

ecological agricultural products, enterprises must pay attention to improving brand exposure and popularity, and enhance brand visibility through multi-channel marketing methods, such as combining Social Media Marketing with online and offline activities.

Brand Image is also a core component of consumer brand awareness. The brand image of ecological agricultural products is often closely related to its green, healthy and sustainable concepts. When consumers have positive image associations with brands, they will enhance their purchase intention. For example, by using transparent production processes and environmentally friendly packaging, a brand effectively conveys its brand concept of sustainable development, successfully connects with consumers health awareness, and thus gets positive feedback on brand loyalty.

5 Strategies for enhancing the brand value of ecological agricultural products (Northwestern Sichuan region)

In today's era of rapid information development, the communication strategy of ecological agricultural products brand is particularly important. This strategy is not only related to the market positioning of the brand, but also directly affects the promotion of brand value. Based on the theory of communication, the core of brand communication lies in the effective transmission of information and the formation of meaning. Through the choice of communication channels and the construction of information content, ecological agricultural products brands can achieve a wider range of consumer reach, thus improving their market influence.

As an important form of modern communication, We Media provides a low-threshold and high-frequency information dissemination platform for ecological agricultural products brands. Through WeChat official account, short video platform and other channels, brands can directly establish contact with consumers and convey the concept of ecological sustainable development and the uniqueness of products. For example, a well-known ecological farm shared its agricultural production process through short videos, emphasizing the planting method without chemical additives and respecting natural ecology, which aroused the attention and resonance of consumers. This kind of brand communication not only enhances brand awareness, but also subtly enhances consumers trust and loyalty to the brand.

The interactive nature of social networks further enhances the effect of brand communication. Social platforms such as Weibo and Douyin allow users to interact extensively and share content. In this environment, brands can stimulate consumers sense of participation and willingness to spread through user-generated content (UGC). For example, eco-brands can host online or offline events to encourage consumers to take photos or videos related to the brand and share them through social platforms. Such a strategy can not only expand the scope of brand communication, but also form a word-of-mouth effect through consumer-generated content and

enhance the brands social identity.

Under the background of strengthening the awareness of sustainable development and ecological protection in the world, the market competition of ecological agricultural products is becoming more and more fierce. How to enhance brand value through "product differentiation strategy" has become the strategic focus of many enterprises. Product differentiation is not only a process to distinguish product characteristics from competitors, but also to enhance consumers brand identity through uniqueness, thereby enhancing market share and brand loyalty.

The key to product differentiation lies in identifying and meeting the needs of specific consumer groups. Through "market segmentation strategy", enterprises can clearly define the target market and deeply understand consumers preferences, behaviors and expectations. For example, an eco-agricultural product enterprise subdivides its products, focusing on young consumers who are highly concerned about health. In view of this feature, the enterprise innovates in product design and function, and launches eco-fish rich in Omega-3 fatty acids [14]. This product not only meets consumers demand for healthy diet, but also highlights the unique selling point of the product in the context of ecological protection, thus enhancing the competitiveness of the brand.

Successful product differentiation strategy also needs to make full use of advanced technology and research methods. For example, using tools such as "Market Research" and "Consumer Behavior Analysis", companies can quantitatively and qualitatively analyze changes in consumer demand and market trends. The application of this theoretical framework enables enterprises to connect with the market more accurately in the process of product development. At the same time, using Data Mining and Big Data Analysis, companies can obtain real-time market feedback to optimize product features and services and improve user experience.

Marketing innovation, as an important strategy to promote the brand value of ecological agricultural products, can effectively enhance brand recognition and market competitiveness [15]. Eco-agricultural products have attracted more and more consumers attention because of their unique production methods and environmentally friendly characteristics. However, the promotion of brand value depends not only on the guarantee of product quality, but also on innovative marketing strategies to meet the diversified consumer demand and the changing market environment.

In the increasingly fierce market competition, innovative marketing strategies can significantly improve brand visibility. Through modern digital marketing methods such as social media platforms, e-commerce and mobile applications, brands can not only optimize the allocation of resources, but also use Big Data analysis technology to accurately locate potential consumer groups. For example, some eco-agricultural product brands use consumer behavior analysis tools to design personalized marketing and promotion plans by analyzing consumers online

consumption habits and preferences, so as to improve users purchase intention and strengthen brand loyalty.

Marketing innovation is also reflected in the shaping of brand image and the connection of consumer emotions. Eco-agricultural products brands can create an emotional resonance by telling brand stories, sharing production processes and environmental protection concepts, and then attract consumers. For example, a brand has successfully attracted a large number of young consumers who pay attention to sustainable consumption by recording farmers daily production and ecological planting concepts. This emotion-based connection not only enhances consumers sense of identity with the brand, but also subtly enhances the added value of the brand.

6 Regional analysis

Background

The Northwestern Sichuan region, known for its rich biodiversity and unique agricultural environment, offers fertile ground for developing eco-agricultural products. In recent years, China's "dual carbon" goals—carbon peak by 2030 and carbon neutrality by 2060—have driven local governments and businesses to seek sustainable agricultural practices. Northwestern Sichuan has embraced this opportunity by emphasizing eco-friendly agriculture, positioning itself as a pioneer in providing high-quality, low-carbon, and environmentally sustainable products such as organic tea, Sichuan peppers, and medicinal herbs.

Key Influencing Factors for Brand Value Enhancement

This case study explores several essential factors affecting the brand value of eco-agricultural products in Northwestern Sichuan, which are crucial in aligning with the dual carbon goals:

Consumer Environmental Awareness and Brand Trust

With growing awareness of environmental issues, consumers are increasingly favoring products with eco-friendly attributes. In Northwestern Sichuan, eco-agricultural products emphasize minimal chemical use, natural pest control, and organic fertilizers. These practices enhance trust and loyalty among environmentally conscious consumers, allowing brands to build strong, sustainable relationships with their target markets.

Local brands have actively engaged in public awareness campaigns, educating consumers on the environmental benefits of choosing eco-agricultural products, which has positively impacted brand trust and recognition.

Government Policy Support and Brand Visibility

Government support has been instrumental in promoting eco-agriculture. The Sichuan provincial government offers subsidies, eco-certifications, and tax incentives to encourage low-carbon farming practices. These policies have increased brand visibility, especially for products meeting the highest environmental standards.

The "Green Sichuan" initiative has also created pathways for brands to reach wider markets, as eco-certifications help products stand out on national and international platforms, enhancing their appeal to environmentally conscious consumers.

Product Quality Perception and Consumer Loyalty

The success of Northwestern Sichuan's eco-agricultural products largely depends on maintaining high-quality standards, as perceived quality significantly impacts brand loyalty. Products like Sichuan organic teas and traditional medicinal herbs are recognized for their purity and health benefits, which attract consumers willing to pay a premium for quality.

Despite high quality, the product perception has shown variability among consumers, which can be mitigated through consistent product improvements and transparent quality assurance practices, strengthening consumer loyalty over time.

Brand Visibility and Overall Brand Value

Increased brand visibility has led to higher brand value for Northwestern Sichuan eco-agricultural products. Participation in national agricultural fairs, green product expos, and certification programs has raised awareness about these products, building a positive image aligned with sustainability and environmental responsibility.

As visibility expands, these brands can leverage their eco-friendly reputation to differentiate themselves in a competitive market, ultimately increasing brand equity and profitability.

Conclusion

The Northwestern Sichuan case highlights the importance of a multi-faceted approach to enhancing eco-agricultural brand value under the dual carbon goals. By prioritizing consumer education, leveraging government support, ensuring product quality, and increasing brand visibility, eco-agricultural brands in the region have made significant strides in aligning with sustainable practices and market demand. This approach provides a model for other regions aiming to balance economic and environmental sustainability, demonstrating how eco-agricultural products can thrive while contributing to global carbon reduction goals.

7 Conclusion and prospect

The promotion of the brand value of ecological agricultural products is a complex and diverse process, which not only involves market competition structure, brand communication strategy and consumer behavior changes, but also needs to consider the profound importance of product quality, brand trust and consumer brand awareness. As consumers pay more and more attention to the concepts of health, environmental protection and sustainable development, the development potential of ecological agricultural products gradually appears, and the promotion of branding has become an important way to achieve market share. However, the current ecological agricultural products market faces many challenges, including the lack of brand communication strategy, the imperfect quality certification system and the lack of information transparency, all of which restrict the promotion of brand value. Therefore, when formulating marketing strategies, relevant enterprises must pay attention to the establishment and dissemination of brands from the perspective of consumers, strengthen the "green" and "organic" brand image, and improve the brand awareness and reputation to cope with the fierce market competition.

The construction of brand value should be comprehensively analyzed from multiple dimensions such as brand awareness, brand image and consumers personal experience, and modern communication means such as We Media and social networks should be actively applied to construct effective brand communication strategies. At the same time, product quality, as the foundation of brand value, should not be ignored. Enterprises should ensure the stable quality of ecological agricultural products and win the trust of consumers through strict quality management system and innovative production technology. The newly generated market potential brought by marketing innovation enables ecological agricultural products brands to adapt to the changing market demand, achieve product differentiation and enhance brand competitiveness through accurate market positioning, data analysis and consumer behavior research.

In the future, with the continuous evolution of the global trade environment and consumption trends, ecological agricultural product brands should actively embrace new technologies and new thinking, and continuously enhance the core value of the brand through integrated market strategies. Under this background, academic and practical circles need to further strengthen the research on the promotion of brand value of ecological agricultural products, so as to provide theoretical support and practical guidance, and promote the transformation and upgrading of ecological agricultural products under the background of sustainable development. In the end, only through multi-faceted cooperation and innovation can ecological agricultural products brands stand out in the increasingly crowded market and achieve long-term brand value and steady growth in market share.

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