# AGRIBUSINESS BRANDING:
# A SYSTEMATIC LITERATURE REVIEW FRAMEWORK

**Horațiu Oliviu BUZGĂU**
Doctoral School of Communication, Public Relations and Advertising
Faculty of Political, Administrative and Communication Sciences
Babeș-Bolyai University, Cluj-Napoca, Romania
horatiu.buzgau@ubbcluj.ro

**Smaranda Adina COSMA**
Department of Hospitality Services, Faculty of Business
Babeș-Bolyai University, Cluj-Napoca, Romania
smaranda.cosma@ubbcluj.ro

**Abstract:**
*The economic, social and geopolitical context we are going through is characterized by an atypical dynamic, as complex as it is challenging. Companies are facing significant changes in production costs, access to raw materials and labor, financing opportunities and last but not least, consumer desires and needs. Brands and the relationship they have between the agribusiness stakeholders and the economic actors in the field (branding) have become a lait motive in the current economic reality. This topic is being discussed more and more often, the research being the link that could favor the rapid concretization of these increasingly indispensable tools. In this sense, measuring the contribution and at the same time the impact that the research on this topic have, is particularly important in shaping the new approach specific to global agribusiness. This paper aims to draw a theoretical perspective on the brand and its implications in agribusiness, respectively in other industries (non-agricultural and / or non-agri-food). This article is based on approaches to three very current topics: corporate social responsibility (CSR), sustainability, and value-sharing processes.*

## INTRODUCTION

Over time, agriculture and the food industry have played a very important role in the economic and social development of nations. Increasingly substantial investment in this direction has stimulated progress and the innovative component, but there is still a great need for capital in this sector. Scientific research and development encountered in daily practice, must be in a close relationship, because only in this way can maximize added value.

In order to identify the less studied and analyzed areas in this field of activity, we will perform a scan of the works published so far, in two international databases (Web of Science and Scopus), capitalizing on certain keywords. The purpose of this research paper is to define a conceptual framework, respectively a review of the studies conducted so far and, implicitly, to highlight the topics that have not been subjected to very thorough research. The need and the major relevance of this approach are springing from practice, because you can not build if you do not have a solid foundation. In other words, there is a great need for an image with what has been achieved so far, so that we can correctly capitalize on what has been studied so far, respectively in what we will focus our attention on the cohesion of the theoretical image with the reality of the days on we live them.

## 1. BRAND IN THE CONTEXT OF AGRIBUSINESS

### 1.1. WHAT IS AGRIBUSINESS?

The concept of agribusiness appeared in 1957 and was formed by combining the words "business" and "agriculture" (Davis & Goldberg, 1957). This new approach to agriculture and the food industry was a turning point for the complexity of the field, emphasizing its relevance and usefulness. Researchers have extensively investigated this topic, concluding that "agribusiness refers to the sum of all operations involved in the production and distribution of food" (Davis, 1955). The passage of time has allowed the testing of certain working hypotheses and the practical validation of some proposals, reaching a new definition, much more elaborate, arguing that agribusiness is "the sum of all operations involved in the manufacture and distribution of agricultural goods, respectively storage, processing and distribution of goods and finished products" (David & Goldberg, 1957; Davis, 1956). The dynamics of the research environment is a special one, characterized by continuous studies, which should reflect a more accurate picture of reality. Thus, in 1987, the knowledge gained up to that time, expanded the concept as representing "all those businesses and activities carried out by agricultural input companies, raw material producers and processors, transporters, respectively traders of agricultural products" (Downey & Erickson, 1987). The research, trends and expectations of the 21st century are recognized as atypical in all respects. Moreover, the protagonists of this period try to capitalize on resources at a higher level, aiming at efficiency, innovation, creativity and last but not least, towards co-creation of value (A.Merz et al., 2018). The spectrum of agribusiness has also expanded in the direction of "warehousing, wholesale and retail" (Chait, 2014).

### 1.2. GENERAL APPROACH OF BRAND

"Strong brands do not appear by chance, they are not the result of an accident" (Keller & Brexendorf, 2019), so the emergence of representative brands and at the same time, the evolution of the branding concept was the result of laborious research and key results, argued Keller and Brexendorf in their work. The launch of a new product/ service on the market must be accompanied by a series of research and studies that help to maximize the probability of success. The researchers analyzed and synthesized four steps that marketers should achieve in branding: 1. Identifying and establishing the position and values promoted by the brand; 2. Planning and implementing marketing programs aimed at the brand; 3. Measuring and interpreting the brand's registered performance; 4. Increasing and sustaining brand equity  (Keller & Brexendorf, 2019).The implementation of these ideas aims at outlining the brand strategy and maximizing the potential value of the new product/ service launched by the entity.

The effect of trust and loyalty associated with a brand is analyzed in complex studies, which examine at the same time the moderating and mediating roles of brand engagement and the reputation it enjoys (Shin et al., 2019). For example, some research has found that in the South Korean smartphone market, brand trust and brand engagement significantly influence brand loyalty (Shin et al., 2019). The moderating role of reputation in the relationship between brand trust and brand commitment, outlines implications that could be investigated in other areas of activity, in order to replicate them. Certainly, the customer can become loyal when, in addition to the quality and characteristics of each product/ service, he also benefits from elements of a psychological nature, trust being built over time, through much consistency and perseverance from economic entities ( Shin et al., 2019). Understanding these components of the brand and applying the right strategies leads to unquestionable competitive advantages that give the company long-term stability.

Complementary to the approach to brand trust and loyalty, the literature, through various researches, also reveals aspects related to the relationship between brand equity and brand loyalty, the focus being on customer satisfaction (thus occupying the mediator position) (Kataria & Saini, 2019). Customer satisfaction is strongly linked to perceived quality, brand trust, value attributed to

costs, as well as lifestyle elements (Kataria & Saini, 2019). At the same time, studies show that customer satisfaction partially mediates the relationship between perceived quality and value attributed to costs, with brand loyalty. This satisfaction mediates the relationship between lifestyle and brand trust with customer loyalty. Therefore, according to some researchers, consumer purchases are based primarily on brand attributes, to the detriment of common ones (Kataria & Saini, 2019).

### 1.3 BRAND IN AGRIBUSINESS

Innovation generates progress, regardless of the field of activity. In agribusiness, innovation plays a vital role especially in the differentiation of agri-food products and has notable implications throughout the value chain (Lewis et al., 2014). More and more often in the literature, the idea of entrepreneurial marketing (EM) is advancing, the research being based on case studies conducted on agribusiness companies. The association of economic actors in agriculture and the food industry, in order to obtain more consistent benefits for the members involved, is an engine that would lead the agricultural and agri-food environment towards a visible progress. A strongly consolidated brand, even if it is based on several economic entities, can give increased powers when it comes to supply flows, even sales, the additional benefit being felt even by the final consumer - as the main beneficiary (Lewis et al., 2014).

Conventional agriculture is beginning to lose ground as organic practices are increasingly encouraged to be implemented (through various advanced policies at national, European or even global level), with people showing a growing openness when it comes to food for them and their families (Marsden & Smith, 2005). Rural development is one of the concerns of the decision-makers, and organic farming, if it benefited from a consistent contribution of know-how, could facilitate the implementation of this desideratum. Eco-friendly, and sustainable entrepreneurship can be the key to launching local brands and at the same time generate positive and social implications (Marsden & Smith, 2005).

Brand strategic management can be developed through references to "semiotic and anthropological models" (Bankov, 2019) through specific context adaptation. An important aspect is the applicability of this vision to very small, small or medium-sized companies, being an element that unequivocally shows that the model is not suitable exclusively for large economic entities (Bankov, 2019). To build, manage and measure strong brands there are various tracks that have been studied and tested over time (Keller, 2013), but they contain a number of gaps that need to be covered, as they neglect the distinction between ordinary and legendary brands (Bankov, 2019). Similar models can find real applicability in agribusiness, as traditional products specific to certain areas can consolidate legendary local brands, breaking the barrier of generations and adding consistent economic value.

Brand promotion and brand image perception are two basic components of branding, regardless of the field of activity. Even for small agribusinesses, whose trajectory is marked by multiple specific challenges, the importance of both brand promotion and brand perception is emphasized in diferent studies, in order to improve the organizational performance specific to small entities in this industry, in order to achieve added value. Moreover, they consider these two approaches as a real incentive for the long-term development of companies. In other words, regardless of the size and location of the business, these components play a vital role, visibly contributing to quantitative and qualitative assessments of economic agents (Iwu, 2015).

### 1.3.1. RELEVANCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN THE BRAND CONTEXT

Corporate social responsibility (CSR) is an increasingly common concept in both literature and everyday life. The concept of employer brand is more and more used, which must be closely related to its values  and principles, which aims to improve the operational activity, but also the one

related to the strategic component, namely the employment and involvement of all persons within the entity or even potential employees. The continuous changes and the unprecedented dynamism accelerate the implementation of new approaches in the daily economic practice, which propels all stakeholders in different positions. In this sense, a synthesis of research related to CSR and the employer's brand is useful, in order to facilitate the understanding of the commitment of people working in socially responsible entities from a branding perspective (Carlini et al., 2019). The development of a conceptual branding process model of the socially responsible employer, seen as the current and potential vision of employees, aims to achieve the consistency of CSR, respectively to achieve superior performance, as well as "a fund of high quality talent, with a special training, but also emotional, cognitive and behavioral results in terms of employees″ (Carlini et al., 2019). All components of the brand are interconnected, each contributing to the solidification and long-term sustainability of the economic entity.

Globalization and the increasingly complex activities dynamics have stimulated the emergence of a new framework regarding the requirements of society on economic actors in each field of activity. Corporate social responsibility is often considered a potential tool that seeks to meet the society demands, because an economic entity also assumes this role (Luhmann & Theuvsen, 2016). In recent years, public attention has also shifted to agribusiness from a CSR perspective, categorizing this as "a multidimensional and complex concept, sensitive to company-stakeholder interactions" (Luhmann & Theuvsen, 2016). In agribusiness, CSR holds a special position, adding value to the operations carried out by the various companies involved in the process, both those producing goods and those providing services (Luhmann & Theuvsen, 2016).

## 1.3.2. VALUE CO-CREATION: COMPANY-CLIENT PARTNERSHIP IN THE BRAND CONTEXT

Beyond the core components of a brand, corporate social responsibility (CSR) or other relevant issues related to it, researchers are also exploring the partnership between the company and its customers, with results aimed at co-creating value for the brand (A. Merz et al., 2018). A series of studies develop the scale for measuring this collaboration - the customer co-creation value (CCCV). This approach aimed at supporting economic agents in the process of evaluating the contribution brought by customers in this partnership. CCCV is a multi-dimensional, two-dimensional, seven-dimensional construct: customer resources (including brand knowledge and skills, and brand creativity and connectivity) and customer motivation (including brand passion, brand trust, and brand commitment) (A.Merz et al., 2018). Understanding this approach leads to a solid partnership credit and ultimately generates added value at all levels, with all stakeholders being further rewarded. Moreover, the CCCV scale "reliably and validly measures the value of customers' contribution to a company's brand"(A. Merz et al., 2018), which facilitates the work of managers (especially marketing managers) and at the same time, facilitates the understanding of how the clients of the economic entity can contribute to this co-creation partnership.

## 1.3.3. SUSTANABILITY – BRAND RELATION

The concept of sustainability is one of the most common terms during this period, being a very good reason when it comes to business, especially those that fall into the sphere of agribusiness. Moreover, there are consistent incentives for those who credit and act in the direction promoted by this idea, becoming increasingly popular for this reason. Sustainability in agri-food production has become a topic of great interest, being under the dome of sustainable development seen globally. A turning point and at the same time a visible discrepancy, is manifested between the conservative and the progressive approach, the optimal solution being the mix between the two antagonistic visions. The mechanisms used by the management of the companies do not change, only their implementation sometimes undergoes certain adjustments, a cause that often generates resounding failures in the sustainable management of agri-food products (Majerova, 2020). We can

notice the changes that have occurred in society, respectively the complexity that characterizes customers more and more visible. Therefore, the importance of researching brand loyalty in the area of sustainable management of food is particularly stressed (Majerova, 2020). Identifying the sources that are truly relevant to brand loyalty is a very important step(Majerova, 2020). Also, "the components of the sources that provide the value of brands do not vary when comparing brands that have loyal consumers, respectively those who can not have this privilege" (Majerova, 2020). Using this information, theoretical and practical recommendations can be made on the sustainable management of food brands.

During this period, perhaps more intensely than ever, brands are considered powerful tools that facilitate change (Grubor & Milovanov, 2017). Through them, economic entities are connected with their customers around the world, they resonate with the business philosophy and the image promoted by economic actors. Thus, the success of a brand involved a significant number of loyal consumers, the power to influence their lifestyle (Grubor & Milovanov, 2017). In this sense, the development and increase of the standard imposed by consumers, have led to the stimulation of their emergence that promotes sustainability as a core value of their business strategy. A very important element that must be valued throughout this process is the discrepancy between consumers attitude and behavior leading to the drawing of only a niche market (because not everyone who resonates with a concept) that are willing to focus their buying behavior in that direction (Grubor & Milovanov, 2017). A real challenge faced by marketing managers is to raise awareness and stimulate consumer interest (through accessibility and attractiveness) for a sustainable lifestyle, through products that truly integrate this concept (Grubor & Milovanov, 2017).

## 2. RESEARCH METHODOLOGY

This paper uses the method that involves the systematic review of the literature (SLR), by scanning existing articles. SLR follows the radiography of previous research by identifying, selecting, evaluating and analyzing the targeted articles with maximum accuracy (Akomea-Frimpong et al, 2021; Rauniyar et al, 2021; Brenya et al, 2022).

### 2.1. SEARCHINGARTICLES IN SCOPUS AND WEB OF SCIENCE

The search process in the two databases, Scopus and Web of Science, in the first phase consisted of establishing keywords such as "agribusiness branding", "agribusiness", "CSR", "sustainability agribusiness", " value co-creation" and "positioning in agribusiness". At the same time, we chose a reference period that covers the research conducted in the last 12 years (2010-2022), while the type of document followed was the article published in various journals (we did not select only certain journals, thus following a scan more faithful to reality). In this process, we did not introduce constraints on the authors of the works or their affiliation, out of the desire not to influence the accuracy of the research. Also, the citation of the selected articles (the coefficient that reflects this) was not an attribute that restricted their selection. As a matter of priority, papers written in English were analyzed, but research based on other languages was not excluded either. Therefore, starting from the criteria presented above, we reached a number of 209 articles (162 articles - Web of Science, respectively 47 articles - Scopus), papers that were downloaded and stored in a database in order to their analysis.

### 2.2. ANALYZES OF ARTICLES FOR INCLUSION AND EXCLUSION IN THE STUDY

After the initial configuration of the set of criteria for the selection of articles, a number of 209 research papers resulted. These were subsequently subjected to a more detailed analysis process, so each paper went through the filter of inclusion in the subsequent steps. This inclusion

was mainly based on the complexity of the approach, respectively on its alignment with the main objectives of this study. An article was excluded if it did not reflect a generic approach to branding agribusiness (stating either one of the components of the brand or its implications for agriculture and/ or the food industry) or highlighting at least one of the secondary components of research: sustainability, value co-creation, CSR. The inclusion process also considered certain case studies, practical cases that can accurately reflect the reality.

## 2.3. ACCEPTANCE AND FINAL ANALYSIS OF THE RELEVANT ARTICLES

From the 209 articles selected in the first step, a number of 78 articles (61 articles - Web of Science, respectively 17 articles - Scopus) were reached, which were considered relevant for the studied topic (based on the previously scored criteria). In all this extensive approach, the aim was to reduce the intensity of the subjective character of the selection of these works, through an objective evaluation, directed towards quantitative variables.

The present research used the methodology developed in 1987 by Howard and his collaborators (Howard et al, 1987; Brenya et al, 2022). This is a matrix of authors who have developed selected works for research. This is an algorithm by which the first and at the same time, the most important co-author is assigned the most significant part of the research (the highest score), which is followed by the rest of the researchers in descending order (Table 1).

### Table no. 1. Authors assessment score matrix

| Number of Author(s) | Order of co-authorship | | | | |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| 1 | 1 | | | | |
| 2 | 0,6 | 0,4 | | | |
| 3 | 0,47 | 0,32 | 0,21 | | |
| 4 | 0,42 | 0,28 | 0,18 | 0,12 | |
| 5 | 0,38 | 0,26 | 0,17 | 0,11 | 0,08 |

Source: Howard et al. (1987)

## 3. RESULTS AND DISCUSSIONS

## 3.1. CONTRIBUTORS TO AGRIBUSINESS BRANDING RESEARCH

Using the matrix from (Table 1), in (Table 2) were classified the articles that are the subject of this study, having as benchmarks the countries from which the researchers come, respectively the number of authors who contributed to the selected research. The analysis showed, in most cases, that the higher the number of authors in each country, the more favourable their position is and the higher the assigned score.

### Table no. 2. Scores of contributing countries and researchers

| Position | Country | Institutions | Researchers/Authors | Papers | Score |
|---|---|---|---|---|---|
| 1 | USA | 47 | 66 | 32 | 25,52 |
| 2 | China | 19 | 28 | 11 | 9,38 |
| 3 | Canada | 6 | 12 | 6 | 5,51 |
| 4 | Brazil | 7 | 13 | 4 | 4,42 |
| 5 | India | 5 | 7 | 5 | 4,4 |
| 6 | Australia | 5 | 14 | 5 | 3,98 |
| 7 | New Zealand | 3 | 6 | 3 | 2,92 |
| 8 | Russia | 6 | 10 | 2 | 2,84 |
| 9 | Colombia | 6 | 5 | 3 | 2,46 |
| 10 | Taiwan | 4 | 6 | 2 | 2,4 |

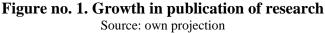| | | | | | |
|---|---|---|---|---|---|
| 11 | Spain | 2 | 6 | 2 | 2,4 |
| 12 | UK | 4 | 4 | 3 | 2,14 |
| 13 | Germany | 5 | 5 | 4 | 2,13 |
| 14 | Sri Lanka | 1 | 7 | 1 | 1,6 |
| 15 | Netherlands | 3 | 4 | 2 | 1,6 |
| 16 | Italy | 3 | 4 | 2 | 1,54 |
| 17 | Czech Republic | 2 | 2 | 2 | 1,49 |
| 18 | Austria | 1 | 1 | 1 | 1,38 |
| 19 | Ecuador | 4 | 4 | 1 | 1,28 |
| 20 | Greece | 1 | 4 | 1 | 1,28 |
| 21 | Japan | 1 | 2 | 1 | 1,12 |
| 22 | Somalia | 1 | 2 | 1 | 1,12 |
| 23 | Indonesia | 2 | 2 | 1 | 1,12 |
| 24 | Ireland | 2 | 3 | 1 | 1 |
| 25 | Argentine | 1 | 2 | 1 | 1 |
| 26 | Honduras | 1 | 1 | 1 | 1 |
| 27 | Denmark | 3 | 4 | 3 | 1 |
| 28 | Portugal | 1 | 2 | 1 | 1 |
| 29 | Turkey | 3 | 3 | 1 | 1 |
| 30 | France | 1 | 2 | 1 | 1 |
| 31 | Albania | 1 | 1 | 1 | 1 |
| 32 | Kosovo | 1 | 1 | 1 | 1 |
| 33 | Mexico | 1 | 1 | 1 | 1 |
| 34 | South Africa | 1 | 1 | 1 | 1 |
| 35 | Nigeria | 1 | 1 | 1 | 1 |

Source: own projection

On the first position in the ranking presented in (Table 2) is the United States of America (USA) which obtains the highest score (25.52), far behind the secondpositioned country, China (score 9.38). If in the case of the USA were 66 researchers involved (out of 47 institutions) in the field of branding agribusiness, in the second case only 28 authors coming from 19 institutions (universities, institutes research, economic entities, non-profit organizations, etc.) were identified. The next position is attributed to Canada (score 5.51) where the number of papers is significantly lower (6 papers, compared to the first two situations when were 11 papers - China, respectively 32 papers - USA), being the consequence of fewer researchers involved in these types of studies. At the same time, starting with the 4th position (Brazil - score 4.42), the 5th position (India - score 4.40) and the 6th position (Australia - score 3.98), the decrease in interest can be observed regarding the topic that is the object of the present research. There are a maximum of 5 papers elaborated in the last 10 years. This can also be an incentive for the need and opportunity to conduct research, agribusiness being an area of strategic importance worldwide, meeting a primary, physiological needfor food. In this broad landscape, the relationship that economic actors have with current and potential customers and moreover, the extensive tools that can improve this connection, thoroughly consolidates the relevance of studying branding in agribusiness.New Zealand (position 7, score 2.92) opens the list of countries that show a relatively low interest in the subject under investigation, obtaining scores that do not exceed the value of 3.00 (which is very little compared to the US - position 1, score 25.52), not even 12 percentage points (11.75%). The last 12 positions in the ranking presented above (out of a total of 35 countries involved), show states that register a score of 1.00 (the lowest in the present study), which underlines the presence of a single paper, respectively at most 4 researchers involved/ country.A possible explanation for the reported discrepancies could be attributed to the interest shown by the state concerned in the agricultural and agri-food sector, the resources at its disposal, the historical background and public policies which may or may not stimulate the faster development of an economic area (sometimes even vital ones, such as agribusiness).

### 3.2. ANNUAL TREND OF PUBLICATIONS

The Figure 1 shows the annual trend of the selected publications to be analyzed in this paper.



**Figure no. 1. Growth in publication of research**
Source: own projection

As can be seen, we can not frame the evolution in a certain trend because the number of publications differs significantly from one period (3-5 years) to another. If in the first 5 years (2010-2014) an obvious growth trend can be signaled (2-3-6-7-8 articles published/ year), the period 2015-2017 is marked by a decline (2-3-5 articles published / year), reaching in 2015 the same number of published articles as the one registered in 2010. The year 2018 enjoys a consistent boost, reaching over 15 percentage points (15.38%) of the total registered publications, on the topic followed, in the analyzed period (2010-2022). After two consecutive years (2019-2020) when there is a stagnation (7 articles published each year in the two databases analyzed), the year 2021 brought a significant increase, almost a doubling (85.71%) compared to the number registered a year ago (2020) and 16.67 percentage points of the total articles published in the period chosen as a benchmark (2010-2022). One of the possible causes of this impressive leap can be attributed to the Coronavirus pandemic (COVID-19), which beyond the multiple challenges and problems, has strengthened the need to approach customers even more punctually, their needs and desires. In the last year analyzed, 2022, only 3 works were registered, so far (in the first 3 months of the year), so the same number as in 2011/2016 (when 3 articles were published in one year) or even more than in 2010/2015, when only 2 works were registered (during a whole year). At the level of the current year, 2022, an average of one work per month can be identifeied, which is a good perspective if the trend is maintained until the end of the year.

Economic reality and research alike have understood in recent years the relevance of this vital topic, a conclusion resulting from the analysis of the literature and especially the number of articles published in 2021 and 2022 (so far).

### 3.3. APPLIED RESEARCH APPROACHES IN THE SELECTED ARTICLES

The 78 articles selected in this research, extracted from Web of Science and Scopus, used a series of specific methodologies that reflect the reality from a practical and/ or teoretical perspective on the analyzed research topic. Therefore, in the vast majority (over 55%) hybrid/ mixed techniques were used, but papers were identified that used a single methodology. Case studies, quantitative and qualitative methods and models were used with reference to policies/ procedures/ practices or even to the legislative framework. If the papers were carried out by research institutes or in collaboration with them, the inclination with priority to the theory can be notised, to the detriment of case studies or certain references derived from economic practice, results presented in the works that were based on concrete data, figures and indicators specific to a company and/ or industry.

## 4. CONCLUSIONS

The scanning of the studies carried out until present is a key element that underlies future research on branding in agribusiness. Any research paper encounters certain constraints that can be considered as the limits of the research. It can be stated that there is a certain lack of data and interest in respect with branding in agribusiness in poorly developed or developing countries, especially if we compare them with states at the opposite pole (considering the table that counts the score recorded by country and researchers - see Table 2). As time goes on, the impact of customer feedback increases. This is likely to become more widespread, but for the time being it is an important obstacle. As a recommendation, decision-makers and the private sector alike should form a common front to escalate this barrier. At the same time, the specifics of the area can be included in this category when it comes to agriculture and the food industry. This has priority in terms of psychological and historical connotations and contains subjectivism, but with all this through international partnerships both in terms of trade relations and research, these major discrepancies could be alleviated worldwide. Through interdisciplinary collaboration and consistency, we can strive for a genuine globalization, while still retaining the specificity of the geographical area. Through in-depth studies, in collaboration even with the experts in psychology, sociology and not least with those who are concerned with the sensitive subject of sustainable development, we can reach some key conclusions.

## REFERENCES

1.  Akomea-Frimpong, I., Adeabah, D., Ofosu, D. and Tenakwah, E.J. (2021). A review of studies on green finance of banks, research gaps and future directions. Journal of Sustainable Finance and Investment, pp. 1-24.
2.  Allender, W. J., & Richards, T. J. (2012). Brand loyalty and price promotion strategies: an empirical analysis. Journal of Retailing, 88(3), 323-342.
3.  Anugrah, I. S., & Dewi, Y. A. (2021). Strengthening competitiveness of agricultural products through reactivation of agribusiness sub-terminal in pulang pisau, central kalimantan. In IOP Conference Series: Earth and Environmental Science (Vol. 807, No. 2, p. 022020). IOP Publishing.
4.  Bankov, K. (2019). Legendary brands and economic value: A semiotic approach. The American Journal of Semiotics.
5.  Banović, M., Fontes, M. A., Barreira, M. M., & Grunert, K. G. (2012). Impact of product familiarity on beef quality perception. Agribusiness, 28(2), 157-172.
6.  Barnes, R. N., Bosworth, R. C., Bailey, D., & Curtis, K. R. (2014). Connecting sensory quality characteristics and local designations to willingness to pay for cheese at the retail level. International Food and Agribusiness Management Review, 17(1030-2016-83027), 115-138.
7.  Barr, T. L., Reid, J., Catska, P., Varona, G., & Rout, M. (2018). Development of indigenous enterprise in a contemporary business environment–the Ngāi Tahu Ahikā approach. Journal of Enterprising Communities: People and Places in the Global Economy.
8.  Bassi, F., Pennoni, F., & Rossetto, L. (2020). The Italian market of sparkling wines: Latent variable models for brand positioning, customer loyalty, and transitions across brands' preferences. Agribusiness, 36(4), 542-567.
9.  Bos, J. M., Blok, V., & Tulder, R. V. (2013). From confrontation to partnerships: The role of a Dutch Non-Governmental Organization in co-creating a market to address the issue of animal welfare. International Food and Agribusiness Management Review, 16(1030-2016-82962), 69-75.

10. Bouhlal, Y., & Capps, Jr, O. (2012). The impact of retail promotion on the decision to purchase private label products: The case of US processed cheese. Agribusiness, 28(1), 15-28.

11. Brenya, R., Akomea-Frimpong, I., Ofosu, D., & Adeabah, D. (2022). Barriers to sustainable agribusiness: a systematic review and conceptual framework. Journal of Agribusiness in Developing and Emerging Economies.

12. Broderick, S., Wright, V., & Kristiansen, P. (2011). Cross-case analysis of producer-driven marketing channels in Australia. British Food Journal.

13. Butova, T. G., Bukharova, E. B., Morgun, V. N., Pantyukhov, I. V., & Shmeleva, Z. N. (2019, August). The issues of territorial branding of agricultural products in modern conditions. In IOP conference series: earth and environmental science (Vol. 315, No. 2, p. 022097). IOP Publishing.

14. Çakır, M., & Secor, W. G. (2018). Heterogeneous impacts from a retail grocery acquisition: Do national and store brand prices respond differently?. Agribusiness, 34(3), 524-541.

15. Cankurt, M., Thomas, T., Günden, C., & Miran, B. (2013). Consumer decision-making styles: Investigation of food shopping behavior. Journal of Food Agriculture & Environment, 11(2).

16. Carlini, J., Grace, D., France, C., & Lo Iacono, J. (2019). The corporate social responsibility (CSR) employer brand process: integrative review and comprehensive model. Journal of Marketing Management, 35(1-2), 182-205.

17. Cerqueira, M. N., Aguiar, D. R., & Figueiredo, A. M. (2020). Post-merger branding strategies and market power in the Brazilian brewing industry. Journal of Agribusiness in Developing and Emerging Economies.

18. Chait, J. (2014). Agribusiness: About money. Available at http://organic.about.com/od/organicdefinitions/g/ Agribusiness-Definition-Of-Agribusiness.htm.

19. Chen, B., Zhang, X., & Zhou, Q. (2021). Product differentiation and brand building: a hedonic analysis of yogurt price in China. International Food and Agribusiness Management Review, 24(3), 481-498.

20. Chen, Y., & Yu, X. (2022). Estimating market power for the Chinese fluid milk market with imported products. Agribusiness, 38(2), 386-401.

21. Corsi, A. M., Overton, S. R., & Casini, L. (2014). The impact of the new wine common market organization (CMO) on behavioural loyalty towards product attributes: A case from Italy. Journal of Consumer Behaviour, 13(4), 231-241.

22. Cranfield, J., Henson, S., & Blandon, J. (2012). The effect of attitudinal and sociodemographic factors on the likelihood of buying locally produced food. Agribusiness, 28(2), 205-221.

23. Davis, J. H. (1955). Business responsibility and the market for farm products. Address to Boston Conference on Distribution, JDP, NAL.

24. Davis, J. H. (1956). From agriculture to agribusiness. Harvard Business Review, 34, 107–115.

25. Davis, J. H., & Goldberg, R. A. (1957). A concept of agribusiness. Boston: Division of Research, Graduate School of Business Administration, Harvard University.

26. Demakova, E., Butova, T., Razumovskaya, V., Morgun, V., & Danchenok, L. (2020). Study of consumer perception of food quality as a basis for territorial branding. In IOP Conference Series: Earth and Environmental Science (Vol. 421, No. 2, p. 022054). IOP Publishing.

27. Dentoni, D., Tonsor, G. T., Calantone, R. J., & Peterson, H. C. (2010). Brand Information Mitigating Negative Shocks on Animal Welfare: Is It More Effective to "Distract" Consumers or Make Them Aware?. International Food and Agribusiness Management Review, 13(1030-2016-82889), 17-56.

28. Ding, Y., & Veeman, M. M. (2019). Chinese consumers' preferences for quality signals on fresh milk: Brand versus certification. Agribusiness, 35(4), 593-609.
29. Ding, Y., Li, W., & Peng, Y. (2014). A Relationship Model of Brand Marketing Strategy and Agribusiness Dynamic Capability. In Proceedings of the Eighth International Conference on Management Science and Engineering Management (pp. 385-396). Springer, Berlin, Heidelberg.
30. Ding, Y., Xu, Y., & Peng, Y. (2013). Influence factors theoretical model of agribusiness brand marketing strategy. In Proceedings of the sixth international conference on management science and engineering management (pp. 39-54). Springer, London.
31. Downey, D. W., & Erickson, S. P. (1987). Agribusiness Management. New York, NY: McGraw-Hill, Inc.
32. Fountain, J., & Forbes, S. L. (2020). 27seconds: A Wine Brand as a Vehicle for Social Change. In Social Sustainability in the Global Wine Industry (pp. 93-105). Palgrave Pivot, Cham.
33. Grashuis, J. (2019). The impact of brand equity on the financial performance of marketing cooperatives. Agribusiness, 35(2), 234-248.
34. Grashuis, J. (2021). A price premium for the farmer-owned label? A choice experiment with milk consumers in the Netherlands. Agribusiness, 37(4), 749-763.
35. Grashuis, J., & Magnier, A. (2018). Product differentiation by marketing and processing cooperatives: A choice experiment with cheese and cereal products. Agribusiness, 34(4), 813-830.
36. Grebitus, C., & Van Loo, E. J. (2022). Relationship between cognitive and affective processes, and willingness to pay for pesticide-free and GMO-free labeling. Agricultural Economics.
37. Grebitus, C., Steiner, B., & Veeman, M. M. (2016). Paying for sustainability: A cross-cultural analysis of consumers' valuations of food and non-food products labeled for carbon and water footprints. Journal of Behavioral and Experimental Economics, 63, 50-58.
38. Grubor, A., & Milovanov, O. (2017). Brand strategies in the era of sustainability. Interdisciplinary Description of Complex Systems: INDECS, 15(1), 78-88.
39. Haas, R., Imami, D., Miftari, I., Ymeri, P., Grunert, K., & Meixner, O. (2021). Consumer perception of food quality and safety in Western Balkan countries: Evidence from Albania and Kosovo. Foods, 10(1), 160.
40. Hailu, G., Vyn, R. J., & Ma, Y. (2014). The demand for pork products in Canada: Discount promotions and cannibalization. Agribusiness, 30(4), 470-492.
41. Harmath, P., Feeney, R., & Ramoni-Perazzi, J. (2021). Producers' brand-dealer dual loyalty to capital equipment. Journal of Marketing Analytics, 1-18.
42. Herrera, M. M., León, L. S., & Vargas-Ortiz, L. K. (2018). A dynamic analysis of the effects of word-of-mouth on online brand communities. Suma de Negocios, 9(20), 77-85.
43. Hettiarachchi, I. C., De Silva, D. A. M., Esham, M., Liyanagamage, T. M., Abeysinghe, A. M. I. P., WarnakulasooriyaS, S., & Harindra, W. A. M. (2018). An Assessment of Market Landscape of Cinnamon in Sri Lanka.
44. Hoffmann, J., & Bronnmann, J. (2019). Bottle size matters: Heterogeneity in the German carbonated soft drink market. Agribusiness, 35(4), 556-573.
45. Hovhannisyan, V., & Bozic, M. (2014). Retailer motivation to adjust milk prices: An analysis using superelasticity of demand. Agribusiness, 30(2), 195-206.
46. Howard, G.S., Cole, D.A. & Maxwell, S.E. (1987). Research productivity in psychology based on publication in the journals of the American psychological association. American Psychologist, Vol. 42 No. 11, p. 975.

47. Huang, C. C., & Chen, S. E. (2022). Establishing and deepening brand loyalty through brand experience and customer engagement: evidence from Taiwan's chain restaurants. Journal of Quality Assurance in Hospitality & Tourism, 23(1), 217-239.
48. Huang, C. C., Tsay, C. Y., Fang, S. C., & Huang, S. M. (2021). A Contingency Model in Establishing Brand Loyalty: Relationship Age as a Moderator. Corporate Reputation Review, 1-14.
49. Hughes, D. (2014). European food marketing: Adding value in mature food markets through market segmentation and product differentiation. EuroChoices, 13(2), 20-26.
50. Hussein, M., & Fraser, I. (2018). Hedonic analysis of consumers' valuation of country of origin of meat in the United Kingdom. Journal of Agricultural Economics, 69(1), 182-198.
51. Insch, A., & Black, T. (2018). Does corporate social responsibility cushion unethical brand behavior? Insights from chocolate confectionery. Journal of Public Affairs, 18(3), e1853.
52. Iwu, C. G., Osakwe, C. N., & Ajayi, J. O. (2015). Exploring the effects of brand promotion and brand image perception on business outcomes of small-sized agribusiness firms. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis.
53. Iwu, C. G., Osakwe, C. N., & Ajayi, J. O. (2015). Exploring the effects of brand promotion and brand image perception on business outcomes of small-sized agribusiness firms. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis.
54. Kashyap, D., & Bhuyan, S. (2021). Accessing value-added market through cooperatives: a case study of Sitajakhala Dugdha Utpadak Samabai Samiti Ltd., India. Journal of Agribusiness in Developing and Emerging Economies.
55. Kashyap, D., & Bhuyan, S. (2021). Accessing value-added market through cooperatives: a case study of Sitajakhala Dugdha Utpadak Samabai Samiti Ltd., India. Journal of Agribusiness in Developing and Emerging Economies.
56. Kataria, S., & Saini, V. (2019). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. South Asian Journal of Business Studies, 9(1), 62–87. https://doi.org/10.1108/SAJBS-03-2019-0046
57. Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Essex: Pearson Longman).
58. Keller, K. L., & Brexendorf, T. O. (2019). Strategic brand management process. In Handbuch Markenführung (pp. 155-175). Springer Gabler, Wiesbaden.
59. Lewis, G., Crispin, S., Bonney, L., Woods, M., Fei, J., Ayala, S., & Miles, M. (2014). Branding as innovation within agribusiness value chains. Journal of Research in Marketing and Entrepreneurship.
60. Lewis, G., Crispin, S., Bonney, L., Woods, M., Fei, J., Ayala, S., & Miles, M. (2014). Branding as innovation within agribusiness value chains. Journal of Research in Marketing and Entrepreneurship.
61. Lewis, K. E., Grebitus, C., & Nayga Jr, R. M. (2016). The impact of brand and attention on consumers' willingness to pay: Evidence from an eye tracking experiment. Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie, 64(4), 753-777.
62. Li, X., & Lopez, R. A. (2015). Do brand advertising spillovers matter?. Agribusiness, 31(2), 229-242.
63. Lilavanichakul, A., & Boecker, A. (2013). Consumer acceptance of a new traceability technology: A discrete choice application to Ontario ginseng. International Food and Agribusiness Management Review, 16(1030-2016-82951), 25-50.

64. Lilavanichakul, A., & Boecker, A. (2013). Consumer acceptance of a new traceability technology: A discrete choice application to Ontario ginseng. International Food and Agribusiness Management Review, 16(1030-2016-82951), 25-50.

65. López-Bayón, S., Fernández-Barcala, M., & González-Díaz, M. (2020). In search of agri-food quality for wine: Is it enough to join a geographical indication?. Agribusiness, 36(4), 568-590.

66. Lucchese-Cheung, T., de Aguiar, L. K., Lima, L. C. D., Spers, E. E., Quevedo-Silva, F., Alves, F. V., & Giolo de Almeida, R. (2021). Brazilian carbon neutral beef as an innovative product: consumption perspectives based on intentions' framework. Journal of Food Products Marketing, 27(8-9), 384-398.

67. Luhmann, H., & Theuvsen, L. (2016). Corporate social responsibility in agribusiness: Literature review and future research directions. Journal of Agricultural and Environmental Ethics, 29(4), 673-696.

68. Macias, W., Rodriguez, K., Arosemana-Burbano, F., & Zhangallimbay, D. (2021). Analysis of the Ecuadorian government's proposed methodology of brand valuation: application in agricultural sector brands. Journal of Agribusiness in Developing and Emerging Economies.

69. Majerova, J., Sroka, W., Krizanova, A., Gajanova, L., Lazaroiu, G., & Nadanyiova, M. (2020). Sustainable brand management of alimentary goods. Sustainability, 12(2), 556.

70. Marsden, T., & Smith, E. (2005). Ecological entrepreneurship: sustainable development in local communities through quality food production and local branding. Geoforum, 36(4), 440-451.

71. Masuda, K., & Kushiro, S. (2018). Influence of brand equity on the price premium for private labels in fresh produce: A contingent valuation survey. Agribusiness, 34(2), 338-350.

72. McLoughlin, D., Bourne, S., Shelman, M., Bradley, F., & Connolly, A. J. (2012). Towards a Branded Food Economy in China. International Food and Agribusiness Management Review, 15(1030-2016-82813), 177-185.

73. Meng, X., & Jaenicke, E. C. (2021). Welfare analysis of introducing private label packaged salads into the US market. Agribusiness, 37(3), 650-664.

74. Merz, M. A., Zarantonello, L., & Grappi, S. (2018). How valuable are your customers in the brand value co-creation process? The development of a Customer Co-Creation Value (CCCV) scale. Journal of Business Research, 82, 79-89.

75. Oliveira, R. O. D., & Spers, E. E. (2018). Brand equity in agribusiness: Brazilian consumer perceptions of pork products. Revista de Administração de Empresas, 58, 365-379.

76. Panzone, L., & Tiffin, R. (2012). The Impact of Price Promotions on Producer Strategies in Markets With Large Product Heterogeneity. Agribusiness, 28(4), 421-439.

77. Peake, W. O., Detre, J. D., & Carlson, C. C. (2014). One bad apple spoils the bunch? An exploration of broad consumption changes in response to food recalls. Food Policy, 49, 13-22.

78. Raj, A. (2017). Branding and CSR in Indian agribusiness. In Advertising and Branding: Concepts, Methodologies, Tools, and Applications (pp. 1794-1806). IGI Global.

79. Raj, S. J. M. (2021). Branding of green tea leaf: a disruptive innovation for building market competitiveness of small tea growers in North East India. Journal of Agribusiness in Developing and Emerging Economies.

80. Rajo, L. A., Michelle S, S., Arias, F., & Marco A, P. (2016). Willingness-to-Pay for an Educational Label: The Zamorano University Brand. International Food and Agribusiness Management Review, 19(1030-2016-83101), 113-126.

81. Rauniyar, S., Awasthi, M.K., Kapoor, S. and Mishra, A.K. (2021). Agritourism: structured literature review and bibliometric analysis. Tourism Recreation Research, Vol. 46 No. 1, pp. 52-70.

82. Richards, T. J., Hamilton, S. F., & Empen, J. (2017). Attribute search in online retailing. American Journal of Agricultural Economics, 99(1), 1-18.
83. Richards, T. J., Hamilton, S. F., & Patterson, P. M. (2010). Spatial competition and private labels. Journal of Agricultural and Resource Economics, 183-208.
84. Richards, T. J., Klein, G. J., Bonnet, C., & Bouamra-Mechemache, Z. (2020). Strategic obfuscation and retail pricing. Review of Industrial Organization, 57(4), 859-889.
85. Rickard, B. J., Liaukonyte, J., Kaiser, H. M., & Richards, T. J. (2011). Consumer Response to Commodity-Specific and Broad-Based Promotion Programs for Fruits and Vegetables. American Journal of Agricultural Economics, 93(5), 1312-1327.
86. Rickard, B. J., Schmit, T. M., Gómez, M. I., & Lu, H. (2013). Developing brands for patented fruit varieties: Does the name matter?. Agribusiness, 29(3), 259-272.
87. Rim, H., Swenson, R., & Anderson, B. (2019). What happens when brands tell the truth? Exploring the effects of transparency signaling on corporate reputation for agribusiness. Journal of Applied Communication Research, 47(4), 439-459.
88. Sellers-Rubio, R., Mas-Ruiz, F., & Sancho-Esper, F. (2018). Firm reputation, advertising investment, and price premium: The role of collective brand membership in high-quality wines. Agribusiness, 34(2), 351-362.
89. Shin, S. K. S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand trust and brand loyalty: a moderation and mediation perspective. Current Journal of Applied Science and Technology, 38(4), 1-17.
90. Shruthi, G., & Rao, B. D. (2017). Competitiveness of Karimnagar Milk Producers Company Ltd., vis-a-vis other dairies. Indian Journal of Dairy Science, 70(3), 378-380.
91. Siebert, J. W., & Jonesb, C. (2013). A case study on building the certified Angus beef® brand. 1foldr Import 2019-10-08 Batch 14.
92. Thomé, K., Soares, A. P., & Moura, J. V. (2017). Social interaction and beer consumption. Journal of Food Products Marketing, 23(2), 186-208.
93. Van Fleet, D. (2016). What is agribusiness? A visual description. Amity Journal of Agribusiness, 1(1), 1-6.
94. Wang, E., Liu, Z., Gao, Z., Wen, Q., & Geng, X. (2022). Consumer preferences for agricultural product brands in an E-commerce environment. Agribusiness.
95. Wang, H. H., Hao, N., Zhou, Q., Wetzstein, M. E., & Wang, Y. (2019). Is fresh food shopping sticky to retail channels and online platforms? Evidence and implications in the digital era. Agribusiness, 35(1), 6-19.
96. White, S., Trejo-Pech, C., & Noguera, M. (2018). ConAgra Foods: valuing a potential recipe for success. International Food and Agribusiness Management Review, 21(5), 595-608.
97. Xu, P., Su, H., & Lone, T. (2018). Chinese consumers' willingness to pay for rice. Journal of agribusiness in developing and emerging economies.
98. Yan, Z., Zhou, J., & He, X. (2011). Notice of Retraction: Promotion effect and its determinants of agricultural flagship enterprise on farmers implementing agriculture standards: A case study in Zhejiang, China. In 2011 International Conference on E-Business and E-Government (ICEE) (pp. 1-4). IEEE.
99. Yin, S., Hu, W., Chen, Y., Han, F., Wang, Y., & Chen, M. (2019). Chinese consumer preferences for fresh produce: Interaction between food safety labels and brands. Agribusiness, 35(1), 53-68.
100. Yonezawa, K., & Richards, T. J. (2017). Consumer risk-reduction behavior and new product purchases. Managerial and Decision Economics, 38(7), 1003-1016.
101. Zare, S., Asgari, M., Woods, T., & Zheng, Y. (2020). Consumer proximity and brand loyalty in craft soda marketing: A case study of Ale-8-One. Agribusiness, 36(4), 522-541.