

THAILAND'S AGRIBUSINESS BRANDING STRATEGIES IN THE DIGITAL ERA: A SYSTEMATIC REVIEW OF THE LITERATURE FOR SUSTAINABLE PRACTICES

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ABSTRACT

This study systematically reviews literature on branding strategies for Thailand's agribusinesses in the digital era, focusing on the integration of digital technologies, such as social media, blockchain, and AI, storytelling, and sustainability concepts. The objective is to develop branding approaches that meet the evolving demands of consumers and enhance competitiveness in the global market. Using data from Scopus (2014–2024), the review synthesizes key trends and best practices by analyzing 1,959 articles on branding strategies, 57 articles on agribusiness, 4 articles on the digital era, and 3 articles on Thailand. The findings highlight three critical strategies: leveraging digital technologies to enhance transparency, designing sustainability-focused branding approaches, and creating brand experiences through storytelling. While opportunities abound, significant challenges remain, including the lack of digital literacy among agribusiness operators and increasing global competition. This study proposes practical frameworks and recommendations to support Thai agribusinesses in building sustainable and competitive brands in the digital era.

Keyword: branding strategies, agribusiness, digital era, Thailand

1. Introduction

Changes in consumer behavior brought about by the digital age have brought both challenges and opportunities for businesses. Thai agriculture Modern consumers are not only concerned with product quality and price, but also with sustainability. Transparency in the production process and the stories behind the products and manufacturers as well. Additionally, the growth of digital platforms and social media has allowed agribusinesses to connect directly with consumers, increasing brand awareness and building relationships with customers in ways that were not possible before. However, Thai agribusinesses are faced with several barriers when it comes to building a digital brand. First, many entrepreneurs lack the knowledge and skills needed to effectively leverage digital tools. Performance for Second Branding Purpose Increasing competition in the world market makes Efforts to differentiate and maintain a market presence complex. And finally, there is an urgent need to strike a balance between technological progress and maintaining traditional values in the sector. Thai agriculture This review used qualitative research. By analyzing documents and studies that are relevant from the past decade (2014-2024) from main academic databases such as Scopus using keywords related to Branding Strategies, Agribusiness, Digital Era, Thailand using a content analysis approach, and inductively identifying trends, patterns and best practices in developing agribusiness brands in the digital age, the findings from this literature review will help create a framework for effective branding strategies.

The importance of this study is highlighted by several key statistics. In 2023, the value of Thai agricultural exports will continue to grow. with the value of exports of agricultural and industrial products Agriculture combined estimated at \$49,203.1 million, which accounts for 17.3% of the total export value (Eco Green Lite, 2024). Electronic sales accounted for more than 42% of global online trading volumes over the past decade. Digital transformation is having a profound impact on business sectors around the world (Lekwirun, K., & Padanilchai, A., 2023), including agriculture. which is an important pillar of the Thai economy This change affects not only the production process and supply chain management but also how agribusiness interacts. with consumers through digital branding as well. As the world's leading exporter of agricultural products, Thailand must adapt and determine effective brand building strategies to be competitive

in international markets. This article presents a systematic literature review that focuses on analyzing and synthesizing knowledge on building strategies.

Focusing on successful practices of agricultural business brands in the digital age in Thailand and abroad, this study aims to provide a framework and practical recommendations for agricultural brand development in Thailand a sustainable way, covering 3 main areas: (1) using digital technology to create and promote brands, (2) setting brand building strategies that emphasize sustainability and social responsibility, and (3) creating added value through enhanced storytelling and brand experiences in the digital landscape

2. Research objective

1. To analyze knowledge about strategies for building agribusiness brands in the digital era from research between 2014-2024
2. To present a conceptual framework and guidelines for building a sustainable Thai agricultural business brand in the digital era.

3. Theoretical farmwork

This systematic literature review is based on a conceptual framework that integrates three important concepts: (1) the concept of branding in the digital age (Digital Branding) (2) the concept of sustainable development. (Sustainable Development) and (3) Modern Agribusiness Management concepts (Modern Agribusiness Management)

This framework sees that building a sustainable agricultural business brand in the digital age must take into account three important factors that are interrelated as follows:

- 1) Using digital technology to create and promote brands
- 2) Establishing a branding strategy that emphasizes sustainability and social responsibility.
- 3) Create additional value through enhanced storytelling and brand experiences in the digital landscape.

This framework will serve as a guide for analyzing relevant literature. to understand relationships between various factors that affect success in building Thai agribusiness brands in the digital era, focusing on finding good practices and developing suggestions that can be practically applied

The findings derived from this literature review establish an innovative framework for the formulation of strategic initiatives. The objective is to analyze knowledge about strategies for building agribusiness brands in the digital era from research between 2014-2024 and present a conceptual framework and guidelines for building a sustainable Thai agricultural business brand in the digital era., while considering the unique contextual factors of Thailand, particularly the imperative to compete on a global scale and adapt to the evolving preferences of consumers. Furthermore, this review will offer pragmatic recommendations, including policies and guidelines aimed at stakeholders within the Thai agricultural domain, to facilitate the advancement of sustainable business brand development in the context of the digital age.

4. Research methodology

This study is a systematic review of literature. (Systematic literature Review) with the following research steps:

1. Set study selection criteria.
 - 1.1 Period: Research published between 2014-2024.
 - 1.2 Language: English.
 - 1.3 Types of documents Research articles in academic journals, international academic conference documents, books, and textbooks.
 - 1.4 Content scope: Thailand's Agribusiness Branding Strategies in the Digital Era.
2. Searching and collecting information
 - 2.1 Database: Scopus.
 - 2.2 Keywords: Branding Strategies, Agribusiness, Digital Era, Thailand.
 - 2.3 Initial screening: Evaluate the title and abstract.
3. Research quality assessment
 - 3.1 Evaluate the reliability of the methodology and presentation of results.
 - 3.2 Assess relevance to research objectives.
 - 3.3 Evaluate selected Articles and Books on Social Media Marketing and Branding.
4. Data analysis and synthesis
 - 4.1 Content analysis via the Inductive Content Analysis method to synthesize data.
 - 4.2 Group the issues according to the research concept.
 - 4.3 Analyze trends and patterns.
 - 4.4 Compare study results from various sources.

5. Results

This research examines Thailand's Agribusiness Branding Strategies in the Digital Era: A Systematic Review of the Literature for Sustainable Practices through bibliometric analysis of the Scopus database to identify trends and connections in related research. This review aims to provide research-based insights into the development of agribusiness branding strategies to find practices for building sustainable Thai agricultural business brands in the digital age.

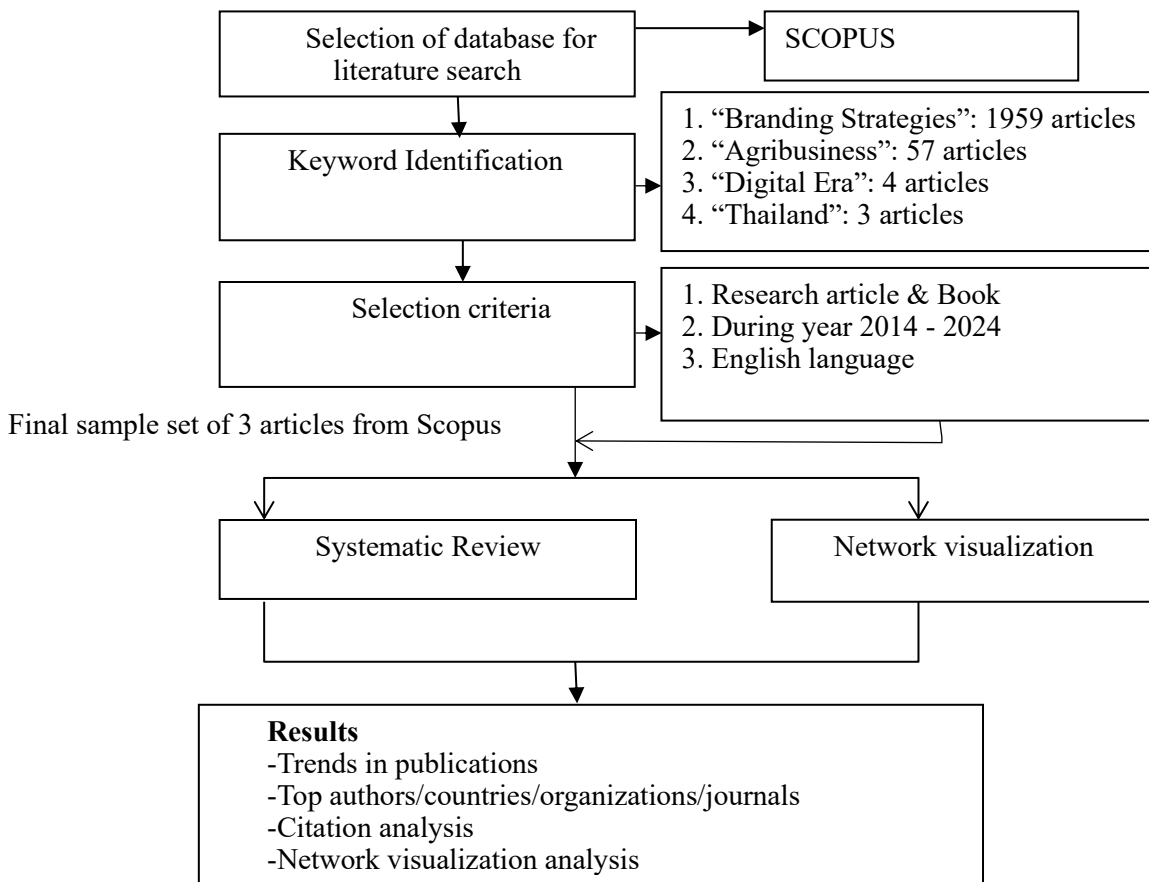


Figure 1 Process of Searching and Analyzing Articles from the Scopus Database

The Scopus database was selected because it is a comprehensive source of information and is accepted in the academic circle at the international level. Keyword identification was determined for use in searching research documents, including "Branding Strategies" (1,959 articles found), "Agribusiness" (57 articles found), "Digital Era" (4 articles found) and "Thailand" (3 articles found). These keywords were carefully selected to reflect the research topic and to find the most relevant information.

Table 1 Selected Articles and Books on Social Media Marketing and Branding

Author(s)	Times Cited	Page Number	Title	Document Type	Publication Year
Martí-parreño j;ruiz-mafé c;scribner ll	6	1 – 353	Engaging consumers through branded entertainment and convergent media	Book	2015
Hassan h;mohamad r;hsbollah hm	0	208 – 229	The impact of social media marketing on the attitude and mental health of users: an empirical investigation	Article	2021

Author(s)	Times Cited	Page Number	Title	Document Type	Publication Year
Perera ch;nayak r;thang nguyen lv	5	1 – 275	Social media marketing and customer-based brand equity for higher educational institutions: case of vietnam and sri lanka	Book	2022

This article reviews the literature on agribusiness branding strategies in Thailand, focusing on the application of digital technology, social media marketing, and the concept of sustainability for agricultural business Able to meet the needs of consumers in the digital age and able to compete sustainably in the global market. From the literature analysis between 2014-2024 (Hasan, 2020; Parreño, Mafe, & Scribner, 2015; Perera, Nayak, & Nguyen, 2022), important points can be summarized as follows.

1. Brand building through integrated entertainment and connected media

Using an integrated branded entertainment strategy (Branded Entertainment) is one approach that helps increase consumer engagement with brands. Agribusiness can use convergent media to connect deeply with target groups. Through high-quality content that captures consumers' attention, combining advertising with entertainment content in a non-disruptive way helps build stronger relationships between brands. and consumers. In the context of Thailand, branding through entertainment can be used to promote agricultural products, such as telling stories about product origins, creating emotional engagement through videos, and using digital platforms to communicate product value to consumers in the marketplace. both domestically and abroad.

2. Social media marketing to build brand value

Social media has become an important tool for building brands in the digital age. Research in the case study of Vietnam and Sri Lanka points out that social media marketing plays an important role in increasing trust and value. Brand for educational institutions and agricultural businesses in Thailand can use this strategy to build brand awareness. and attract new target groups especially in an era where competition in the world market is intense. Social media helps consumers communicate and share information about products or services. This has resulted in the expansion of viral marketing. Agricultural businesses can use these platforms to create engaging content, such as instructional videos on how to make food from agricultural products and success stories of farming communities to increase consumer participation.

3. Impact of social media marketing on attitudes and mental health.

Although social media marketing can help increase brand awareness and create positive product attitudes, studies have shown that excessive use of social media can have negative effects on users' mental health, such as birth. Stress, anxiety and depression. Therefore, agricultural businesses should develop marketing strategies that consider these impacts. and use social media in a way that is creative and beneficial to consumers, for example by promoting safe agricultural practices. Through content that emphasizes health and sustainability, social media can help create positive attitudes in consumers and reduce negative effects on mental health

4. Using digital technology to make a difference

Digital Transformation has had a profound impact on Thailand's agricultural sector. The use of digital technologies such as QR Code, Blockchain and AI has helped increase transparency in the production process, and build confidence for consumers. In addition, the use of e-commerce. It also helps expand the agricultural product market to consumers around the world Sustainability-focused brands can use these technologies to increase product value, for example by creating platforms that connect farmers and consumers directly reduce distribution costs and increase the income of farmers.

5. The importance of sustainability in brand building

In an era where consumers value sustainability, agricultural businesses should create brands that reflect their values in the environment and society. Using environmentally friendly packaging and promoting production that reduces impacts on the environment can help increase the attractiveness of a brand in the eyes of consumers. In addition, the development of agricultural communities strengthened through support for education and infrastructure development will enhance the stability of the brand and promote a good image of Thai agricultural businesses on the world stage.

6. Conclusion

The purpose of this article is to systematically review the literature on business branding strategies in the agriculture sector in Thailand in the digital age. It focuses on the application of digital technologies such as social media, blockchain and AI storytelling, and the concept of sustainability. The aim is to promote the creation of brands that can meet the needs of consumers, and create an advantage in the world market. The study analyzes research from 2014-2024 from the Scopus database using a conceptual framework that combines 3 main issues: brand building in the digital age; sustainable development and modern agricultural business management

The results of the study indicate that key strategies include using digital technology to increase transparency, setting strategies that focus on sustainability, and storytelling to create outstanding brand experiences. However, a key barrier is operators' lack of digital literacy, and increasing competition in the global market. This article recommends practices that focus on developing digital skills, creating a network of cooperation in the agricultural sector, and investing in innovation to promote the sustainable development of Thai agribusiness brands in the digital age.

7. Discuss research results

The results of this study provide valuable insights for branding strategies at agribusinesses in Thailand that can be used in the digital age. The results of the research indicate the important role of digital technology in creating and promoting brands, especially in the highly competitive global market technology such as social media, blockchain, and AI, to help businesses Agriculture in Thailand increase transparency, expand markets, and build better relationships with consumers. For example, the inclusion of QR codes on agricultural products significantly increases transparency in the production process and promotes the trust of consumers and brand loyalty. By giving consumers access to detailed information about sourcing, production methods and safety

standards, QR codes serve as an important communication tool that strengthens brand credibility and relationships with consumers. QR codes provide real-time access to traceable information, allowing consumers to verify the origin and authenticity of the safety of their food (Nilesh et al., 2020; João et al., 2019). Studies indicate that transparency in Supply chain communication has a positive effect on consumers' perceptions of brand authenticity and ethical responsibility (Samuel, 2024). Research also emphasizes the importance of Building a brand that Focuses on sustainability. In the present era, consumers not only want good quality products, but they also want brands that reflect environmental and social responsibility. Agribusiness in Thailand can meet this demand by using environmentally friendly packaging and promoting production processes that reduce environmental impact., These approaches, in addition to increasing interest in the market, also help increase long-term competitiveness at the global level.

Another important strategy is storytelling and creating powerful brand experiences. Marketing can foster an emotional connection between brands and consumers by leveraging storytelling. Brands can create immersive experiences that resonate with consumers on a personal level, which influences purchasing behavior and brand loyalty, Finally, emotional engagement through storytelling, significantly increases engagement in consumers. Studies show that 67% of consumers believe storytelling influences their purchasing decisions. Manoharan (2024) advised the use storytelling and metaphorical language to create a strong emotional response. This approach is more robust compared to traditional information advertising (Blair, Rigby, & Lee, 2024). However, there are still challenges to be faced, especially the lack of digital knowledge and skills. in the group of agricultural business entrepreneurs which is a major obstacle to using digital tools to their full potential. In addition, the challenges of the highly competitive global market also require continuous development in innovation and adaptation to maintain competitive advantage. This academic article emphasizes the need for support from the government and related agencies to help develop the potential of agricultural businesses in Thailand, policies that promote education about digital technology, and support investment in technology. Government stimulation in sustainable production process development will be an important factor in helping agricultural businesses in Thailand grow in the digital era. The results of this study suggest that a comprehensive branding strategy that combines sustainability technology and storytelling can help Thai agricultural businesses gain a competitive advantage. Future research should explore this, along with a concrete framework for implementing these strategies and evaluating their long-term impact on brands and market efficiency.

8. Suggestion

Improving the digital skills of entrepreneurs in the agricultural sector should begin with providing comprehensive training. Using digital technologies such as social media, e-commerce, QR Code, Blockchain and AI to increase transparency in the supply chain build trust from consumers To enhance the competitiveness in the global market, the Thai agricultural sector must adapt by combining the concept of sustainability with digital innovation, starting with brand design that emphasizes the environmental selling point, both through recyclable packaging and nature-friendly products, along with telling the story of the connection between the product and local agricultural practices to create credibility and unique identity. Success will occur with

cooperation from all sectors, including manufacturers, entrepreneurs and the government sector, in cooperating to develop supporting standards, along with promoting investment in research and development of cutting-edge innovations, such as using AR/VR technology to help communicate the brand in a prominent and memorable way. For further development in the next phase, it is necessary to organize practical workshops for new entrepreneurs to transfer knowledge in designing businesses that use advanced technology, including monitoring and studying the impact on consumer loyalty when using the concept of sustainable brands. The results of the study will be an important basis for expanding this concept to other industries and developing effective strategies to penetrate foreign markets.

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