วารสารธรรมเพื่อชีวิต
JOURNAL OF DHAMMA FOR LIFE
ISSN: 2822-048X
https://soo8.tci-thaijo.org/index.php/dhammalife/index

Original Research Article

Development Communication through Agricultural Product Process and Branding in Chixi Community

Xu Xiangkun[1*], Kanokrat Yossakrai[2] & Sukanya Buranadechachai[3]

ARTICLE INFO

Name of Author & Corresponding Author: *

1. Xu Xiangkun*
Faculty of Communication Arts, Bangkokthonburi University, Thailand.
Email: 1027154515@qq.com

2. Kanokrat Yossakrai
Faculty of Communication Arts, Bangkokthonburi University, Thailand.
Email: kanokraty@gamil.com

3. Sukanya Buranadechachai
Faculty of Communication Arts, Bangkokthonburi University, Thailand.
Email: sukanya.bur@bkkthon.ac.th

Keywords:
Development Communication, Agricultural Branding, Rural Revitalization, Chixi Community

Article history:
Received: 16/02/2026
Revised: 11/03/2026
Accepted: 10/04/2026
Available online: 26/05/2026

How to Cite:
Xiangkun, X. et al. (2026). Development Communication through Agricultural Product Process and Branding in Chixi Community. *Journal Dhamma for Life,* 32(3), 480-493.

ABSTRACT

In the post-poverty alleviation era, China's rural revitalization has shifted towards industrial prosperity. However, agricultural products in many rural communities are still at the bottom of the "smile curve," facing serious value stripping and information asymmetry problems. This study takes Chixi Community in Beihai City, Guangxi Province as an example, aiming to: (1) investigate the current status and bottlenecks of agricultural product brand building in Chixi Community; (2) analyze the impact of participatory visual intervention on villagers' brand awareness and behavioral practices; and (3) construct an endogenous development model for sustainable rural brand building. The main theoretical basis of this study includes alternative paradigms of development communication, the "smile curve" model, and narrative capital theory. The study adopts a hybrid approach and action research design. This study collected knowledge, attitudes, and practices (KAP) data from 50 participants through a structured questionnaire survey; at the same time, qualitative data were collected through semi-structured in-depth interviews with 15 key information providers.

The results show that: (1) initially, the community exhibited a contradiction of high strategic brand awareness but low tactical execution, regarding visual packaging merely as a logistical defense measure rather than a marketing investment. (2) After conducting participatory workshops ("learning by doing"), villagers achieved statistically significant improvements across all KAP dimensions (total $t = -4.15$, $p < .001$). Visual interventions successfully integrated local narrative capital, such as the concept of "red soil mushrooms," the colors of Zhuang traditional clothing, and bronze drum patterns. (3) From an economic perspective, branded products achieved a significant premium, with profits increasing from RMB 5 per kilogram of raw materials to over RMB 20 per kilogram of processed products. Ultimately, this study constructed the "Chixi Agricultural Brand Model," demonstrating that combining Western alternative

development models with China's local "government-expert-farmer" strategy can effectively overcome rural human capital bottlenecks and achieve sustainable brand development. The proposed guidelines include shifting government investment towards building brand soft power and cultivating local "brand stewards."

Introduction

In the post-poverty alleviation era, China's national strategy has shifted from targeted poverty alleviation toward comprehensive rural revitalization, emphasizing industrial development and sustainable local economies as key drivers of rural transformation (Si & Scott, 2016). Within this context, the Chixi community in Beihai, Guangxi Zhuang Autonomous Region, represents a notable case of a government-supported poverty alleviation village with rich marine ecological resources and ethnic cultural heritage. Over the past decade, external financial support and infrastructural investment enabled the development of edible mushroom cultivation as the community's primary economic activity. However, the gradual decline of government subsidies has exposed significant challenges related to long-term economic sustainability and community resilience. Currently, Chixi's agricultural economy remains highly dependent on the primary production of edible mushrooms, generating limited added value and weak market competitiveness. This condition reflects the "smiling curve" theory proposed by Shih (1996), which argues that the lowest value within a production chain is concentrated in raw production, while higher value creation occurs through innovation, branding, and marketing. In Chixi, most mushroom products are sold as undifferentiated raw materials without branding, packaging, or cultural positioning. Consequently, local farmers face price competition, market instability, and limited profit retention. The absence of agricultural branding also creates information asymmetry between rural producers and urban consumers, reducing the visibility of product quality and local cultural identity. Existing studies on rural revitalization mainly focus on agricultural production, poverty reduction policies, and infrastructure development, while limited research explores the role of communication arts and visual branding in improving rural economic sustainability. Moreover, the application of the smiling curve theory in rural agricultural branding remains underexplored, particularly in ethnic minority communities Wang, J., & Zhou, Y. (2025).

Therefore, this study aims to develop a localized agricultural branding model for the Chixi community through communication arts and visual design strategies. By integrating visual identity, cultural storytelling, and participatory community engagement, this research seeks to enhance product value, strengthen market competitiveness, and support sustainable rural revitalization.

Literature Review and Theoretical Framework

Rural brand building has increasingly become a key strategy in promoting sustainable rural revitalization and agricultural industrial upgrading. Existing studies indicate that agricultural product branding not only enhances product market competitiveness but also strengthens local cultural identity, improves farmers' incomes, and supports endogenous rural development (Wang & Zhang, 2020; Zhao & Li, 2019). Within the context of developing

countries, however, many rural communities remain constrained by weak branding awareness, insufficient communication strategies, and limited market participation.

From the perspective of development communication, early modernization theories framed development as a linear, staged process driven by industrialization, technological transfer, and external intervention. Classic modernization thinkers emphasized the role of mass media, education, and institutional reform in shifting "traditional" societies toward "modernity" (Lerner, 1958; Rostow, 1960; Schramm, 1964). Within this paradigm, communication was largely understood as a top-down diffusion mechanism for transmitting innovations from developed to developing regions. Later diffusion-oriented scholarship further formalized this approach, highlighting how innovations spread through social systems over time (Rogers, 2003). In a similar vein, marketing-oriented perspectives also contributed to this diffusion logic by emphasizing how products, ideas, and value propositions are communicated and adopted in markets through strategic messaging and exchange processes (Kotler & Armstrong, various editions).

However, critical development scholarship challenged these assumptions. Escobar (1995) argued that mainstream development discourse constructs the "Third World" as an object of intervention, reproducing unequal power relations and marginalizing local epistemologies. These critiques revealed that modernization and diffusion models often ignore cultural diversity, local knowledge systems, and structural inequalities, thereby reinforcing dependency rather than fostering autonomy. In response, alternative paradigms of development communication emerged, advocating participatory communication, local empowerment, and culturally grounded development practices (Servaes, 1999). Similarly, human development approaches advanced by organizations such as the United Nations Development Programme emphasized people-centered development, focusing on capability expansion, well-being, and social inclusion rather than purely economic growth (UNDP, various years). Within this participatory turn, communication is redefined as dialogue rather than transmission. Fisher's (1984) narrative paradigm further strengthens this shift by proposing that humans are fundamentally storytelling beings who interpret reality through narrative coherence and fidelity. This perspective is particularly relevant to rural branding, where meaning-making depends on culturally embedded stories about place, ecology, and identity.

In rural revitalization research, participatory visual methods have gained increasing scholarly attention. Visual intervention, including community-based branding design, digital storytelling, and participatory media production, can enhance villagers' self-expression and collective identity while simultaneously strengthening local brand awareness. Visual ethnography and participatory visual approaches emphasize that images and visual practices are not merely representational but also constitutive of social relations and meaning-making processes (Pink, 2013). Through visual participation, villagers can gradually develop communication skills, entrepreneurial awareness, and confidence in promoting local agricultural products.

At the industrial economic level, Stan Shih's "smile curve" theory provides an important framework for understanding value distribution within global value chains. The theory suggests that higher added value is concentrated at both ends of the value chain—research and development on one side and branding and marketing on the other—while manufacturing and primary production occupy the lower-value middle segment (Shih, 1992). In agricultural economies, many rural communities remain trapped at the lowest point of the curve, relying heavily on raw production with limited capacity for branding, processing, or market

differentiation. Consequently, agricultural producers face low profit margins and strong market vulnerability.

Brand communication scholars further argue that modern brands derive value not only from product quality but also from symbolic meaning and emotional resonance. In this sense, branding operates as a cultural and communicative system that constructs meaning and differentiates products in competitive markets (Kotler & Armstrong, various editions). Agricultural product branding increasingly depends on narrative capital—the ability to construct compelling cultural stories associated with locality, ecology, tradition, and identity (Fisher, 1984). Effective brand narratives can reduce information asymmetry, establish consumer trust, and generate premium value for rural products.

Theoretical Framework

This study emphasizes that the accumulation of narrative capital must be accompanied by villager empowerment. Through participatory action research and digital media training, villagers can gradually acquire branding, storytelling, and communication skills. Such capacity building enables local residents to shift from passive agricultural laborers to active brand communicators, thereby fostering endogenous development and sustainable rural revitalization.

Objectives

1. Investigate the current status and bottlenecks of agricultural product brand building in Chixi Community.
2. Analyze the impact of participatory visual intervention on villagers' brand awareness and behavioral practices.
3. Construct an endogenous development model for sustainable rural brand building.

Methodology

Research Design

This study employed a rigorous mixed-methods research design integrating quantitative questionnaire surveys, qualitative in-depth interviews, and participatory action research (PAR) to comprehensively investigate the rural branding development process. The integration of these approaches enabled the study to capture both measurable changes in participants' competencies and the broader socio-economic impacts of community-based branding initiatives. The quantitative component focused on assessing villagers' knowledge, attitudes, and practices (KAP) related to agricultural product branding, while the qualitative component explored contextual insights from multiple stakeholders involved in rural development. Furthermore, participatory action research served as the methodological foundation for implementing and evaluating community empowerment activities through practical branding workshops.

Research Population and Sample Groups

The study population consisted of stakeholders involved in agricultural product branding and rural community development within the Chixi community. The research participants were divided into two principal groups.

For the quantitative survey, 50 villagers and community members directly participating in the agricultural product branding workshops were selected as respondents. These participants represented the core stakeholders actively engaged in branding activities and community enterprise development.

For the qualitative inquiry, 15 key informants were purposively selected to provide diverse perspectives and contextual understanding. The informants included:

1. Local government officials responsible for rural development policies;
2. Academic experts in branding and design;
3. Community enterprise leaders, including cooperative managers and mushroom farm owners; and
4. Village representatives and local residents.

This diversity of participants ensured a holistic understanding of the branding process and its socio-economic implications.

Sampling Technique

The study adopted purposive sampling techniques for both quantitative and qualitative data collection. Participants were selected based on their direct involvement, experience, and relevance to the branding development process. For the questionnaire survey, respondents were chosen from villagers who actively participated in the training workshops. In the qualitative phase, key informants were selected according to their expertise, leadership roles, and practical involvement in community branding initiatives.

Research Instruments

Two primary research instruments were employed in this study:

1. Structured Questionnaire A structured questionnaire was developed to assess participants' competencies in terms of Knowledge, Attitude, and Practice (KAP) regarding agricultural product branding. The instrument utilized a 5-point Likert scale ranging from:

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree

The questionnaire covered: Community needs assessment, Brand awareness and cognition, Branding-related knowledge and skills, Attitudes toward branding development, and Practical applications before and after the training workshops. A total of 50 valid questionnaires were returned, yielding a 100% response rate.

2. Semi-Structured Interview Guide Semi-structured interview protocols were designed to facilitate in-depth discussions with key informants. The interviews focused on: Perceptions of rural branding development, Socio-economic impacts of branding initiatives, Challenges and

opportunities in community-based branding, and Experiences regarding participatory training and empowerment processes.

Research Procedures

The research procedures were conducted in several sequential phases:

1. Preliminary Community Diagnosis The research team conducted an initial assessment to identify community needs, existing branding challenges, and local development potential.

2. Planning Phase based on the diagnostic findings, participatory branding workshops and intervention activities were collaboratively designed with community stakeholders.

3. Implementation Phase the researchers implemented participatory training workshops within the Chixi community. Unlike conventional top-down instructional methods, the workshops adopted an interactive "learning by doing" approach emphasizing active community engagement.

Action Research Activities The intervention activities included: Brand concept co-creation, Digital media and communication training, visual identity development, Packaging design practices; and Community-based branding exercises.

Observation and Reflection Throughout the intervention process, researchers continuously observed participant engagement, documented behavioral changes, and conducted reflective evaluations together with villagers.

Data Collection

Data collection was conducted using both quantitative and qualitative methods.

Quantitative data were collected through pre-training and post-training questionnaire surveys administered to workshop participants.

Qualitative data were gathered through semi-structured interviews, field observations, workshop documentation, and reflective discussions during the participatory action research process.

The combination of these methods enabled triangulation and enhanced the credibility and reliability of the findings.

Data Analysis

Quantitative data were analyzed using descriptive statistical methods, including frequency, percentage, mean, and standard deviation, to evaluate participants' KAP levels and changes before and after the training interventions.

Qualitative data obtained from interviews, observations, and participatory reflections were analyzed using thematic analysis. The researchers systematically coded and categorized the data to identify recurring themes, patterns, and insights related to rural branding development, community empowerment, and human capital accumulation.

The integration of quantitative and qualitative findings provided a comprehensive understanding of the effectiveness of participatory branding interventions in promoting sustainable rural development.

Results

Table 1 Demographic Analysis of Survey Respondents N=50

Demographic Variable	Frequency	Percentage (%)
Gender		
Male	22	44.0
Female	28	56.0
Total	**50**	**100.0**
Age		
Below 30 years	8	16.0
31–40 years	15	30.0
41–50 years	17	34.0
Above 50 years	10	20.0
Total	50	100.0
Education Level		
Primary School	12	24.0
Secondary School	20	40.0
Diploma/Vocational Certificate	8	16.0
Bachelor's Degree or above	10	20.0
Total	50	100.0
Main Occupation		
Farmer	32	64.0
Trading/Business	8	16.0
General Labor	6	12.0
Others	4	8.0
Total	50	100.0

The demographic analysis of the survey respondents indicates that the majority of participants were female, accounting for 56.0% (28 respondents), while male respondents represented 44.0% (22 respondents).

Regarding age distribution, most respondents were between 41–50 years old, comprising 34.0% (17 respondents), followed by those aged 31–40 years at 30.0% (15 respondents). Respondents above 50 years old accounted for 20.0% (10 respondents), while participants below 30 years old represented the smallest group at 16.0% (8 respondents).

In terms of educational background, the largest proportion of respondents had completed secondary school education, accounting for 40.0% (20 respondents). This was followed by primary school education at 24.0% (12 respondents), bachelor's degree or above at 20.0% (10 respondents), and diploma/vocational certificate holders at 16.0% (8 respondents).

For occupation, the majority of respondents were farmers, representing 64.0% (32 respondents), which reflects the agricultural nature of the Chixi community. Other occupations included trading/business (16.0%), general labor (12.0%), and other occupations (8.0%). These findings suggest that the sample population was largely composed of individuals directly engaged in agricultural activities, making them highly relevant to the study of agricultural product branding and rural economic empowerment.

Table 2 Relationship between results before and after "Training in Mushroom Product Processing and Brand Promotion"

Dimensions (KAP)	Test Phase	Mean ($\bar{x}$)	S.D.	Mean Difference	t-value	Sig. (2-tailed)
Knowledge (Cognitive)	**Before**	4.21	0.81	-0.24	-3.85*	.000
	After	4.45	0.72			
Attitude (Affective)	**Before**	4.25	0.79	-0.18	-2.91*	.004
	After	4.43	0.80			
Practice (Behavioral)	**Before**	4.26	0.84	-0.19	-3.12*	.002
	After	4.45	0.78			
Overall Competency	**Before**	4.24	0.81	-0.20	-4.15*	.000
	After	4.44	0.76			

The results indicate significant improvements across all dimensions of Knowledge, Attitude, and Practice (KAP) after the intervention or test phase.

Knowledge (Cognitive) scores increased from a mean of 4.21 (SD = 0.81) before the intervention to 4.45 (SD = 0.72) after the intervention. The mean difference was -0.24, with a statistically significant t-value of -3.85 (p = .000).

Attitude (Affective) scores improved from a mean of 4.25 (SD = 0.79) before to 4.43 (SD = 0.80) after the intervention. The mean difference was -0.18, and the change was statistically significant (t = -2.91, p = .004).

Practice (Behavioral) scores also increased from 4.26 (SD = 0.84) before the intervention to 4.45 (SD = 0.78) after. The mean difference of -0.19 was statistically significant (t = -3.12, p = .002).

For Overall Competency, the mean score improved from 4.24 (SD = 0.81) before the intervention to 4.44 (SD = 0.76) after the intervention. The mean difference was -0.20, with a highly significant t-value of -4.15 (p = .000).

Figure 1 Researchers went to Chixi community to conduct research and investigation.

The success of the quantitative data is profoundly confirmed from an economic perspective in the qualitative feedback from in-depth interviews and tests after the training. Firstly, there is an awakening of territorial brand equity. In the assessment after the training, the item "To enhance product credibility, the name 'Chixi' must be printed on the packaging" achieved the highest mean (4.62) across the entire scale, indicating that the training greatly consolidated community consensus. Villagers deeply understood the value of regional public brands and were willing to jointly defend the collective cultural symbol of "Chixi (see Table 3)."

Table 3 Opinion of “Mushroom product process and branding training” (After)

	Mean	S.D.
Opinion of “Mushroom product process and branding training”	4.38	0.76

More importantly, the qualitative interviews provided direct evidence of a premium that breaks through the bottom of the smile curve. As revealed by the mushroom farm manager in an interview, in the past, Chixi, as a pure raw material production base, only made a profit of about 5 yuan per kilogram from wholesaling bulk dried mushrooms to middlemen. Now, however, after being branded with the "Haifeng Ecological Mushroom" cultural brand and processed into mushroom sauce and souvenirs with a unified visual identity, the retail price can achieve a brand premium of several times, reaching over 20 yuan. This conclusive comparison proves that, through visual intervention and the injection of narrative capital, Chixi

community's agricultural products have successfully transitioned from low-value-added raw materials to high-value-added cultural consumer goods, validating the decisive empowering role of development communication studies in promoting rural industrial upgrading and endogenous economic growth.

Discussion

Current Status and Bottlenecks of Agricultural Product Brand Building in Chixi Community

The findings indicate that agricultural product brand building in Chixi Community remains at an early and fragmented stage, characterized by weak market identity, limited digital visibility, and insufficient collective action among stakeholders. This condition reflects broader structural constraints commonly observed in rural branding initiatives within poverty alleviation contexts (Gu et al., 2023; Jing, 2021). From a sociological perspective, the lack of cohesive branding can be interpreted through Bourdieu's (1977) theory of practice, which emphasizes that social capital, habitus, and field structures shape collective action. In Chixi Community, limited access to branding knowledge and digital communication tools constrains villagers' capacity to accumulate symbolic capital necessary for brand recognition. Similarly, Li (2023) highlights that rural digital communication inequality remains a major barrier in transforming agricultural products into recognizable market brands. In addition, the bottlenecks observed align with findings from Liao (2020), who noted that ineffective interpersonal communication and weak information diffusion hinder poverty alleviation communication processes in rural China. Without systematic coordination mechanisms, agricultural branding efforts tend to remain individualized rather than institutionalized, limiting scalability and sustainability.

Impact of Participatory Visual Intervention on Villagers' Brand Awareness and Behavioral Practices

The participatory visual intervention demonstrated a significant positive influence on villagers' awareness of branding concepts and their engagement in collective branding practices. Villagers showed improved understanding of product identity, packaging aesthetics, and storytelling as part of value creation. This outcome supports Fisher's (1984) narrative paradigm, which argues that humans interpret and act upon information through storytelling rather than purely rational analysis. By enabling villagers to visually document and narrate their own agricultural practices, participatory visual methods strengthened local narrative coherence and reinforced collective identity construction. Furthermore, the findings are consistent with Servaes' (2008) communication for development framework, which emphasizes participatory communication as a driver of empowerment and social change. The intervention also aligns with García-Orosa's (2022) findings on digital communication strategies, which suggest that visual and digital tools enhance engagement and strengthen communicative agency in marginalized communities. Empirically, similar participatory media approaches have been shown to enhance knowledge dissemination and behavioral change in rural development contexts (Kanchana, 2000, 2001, 2009, 2017). In Chixi Community, visual

participation not only improved branding literacy but also encouraged villagers to take initiative in product presentation and market-oriented thinking.

Construction of an Endogenous Development Model for Sustainable Rural Brand Building

Based on the findings, this study proposes an endogenous development model for rural brand building that integrates community participation, cultural identity, and communication empowerment. The model emphasizes internal capacity building rather than external dependency, aligning with participatory development theory (Servaes, 2008). Endogenous development in this context is rooted in strengthening local agency, cultural capital, and collective governance structures. This corresponds with Supang (2011), who highlights the importance of sociological structures in shaping community development processes. Similarly, Kanokrat (2006, 2020) argues that communication development must be embedded in community power relations and cultural practices to ensure sustainability. The proposed model also resonates with the actor-network perspective discussed by Li (2023), where digital tools, human actors, and institutional frameworks interact to produce development outcomes. Moreover, Gu et al. (2023) emphasize that ICT-enabled participation can significantly enhance poverty reduction outcomes when embedded in local governance systems. Cui (2021) further supports the importance of grassroots mobilization in rural governance, suggesting that sustainable development requires integrating administrative structures with community-driven initiatives. Therefore, the endogenous model constructed in this study positions villagers as active producers of brand meaning rather than passive recipients of external branding interventions.

Overall, the study demonstrates that agricultural branding in Chixi Community is constrained by structural and communicative limitations, but participatory visual intervention significantly enhances villagers' branding awareness and behavioral engagement. The proposed endogenous development model offers a sustainable pathway for rural branding by integrating participatory communication, cultural identity, and local empowerment.

Conclusion

In conclusion, this study demonstrates that development communication—implemented through visual intervention, narrative construction, and participatory skills training—can effectively enable traditional agricultural communities to overcome the low-value position of the "smile curve" and achieve meaningful industrial upgrading. The case of the Chixi community provides strong empirical evidence that an endogenous brand-building model rooted in local ecological knowledge and enhanced by modern design can drive a sustained transition toward high value-added rural economies. The branding intervention produced comprehensive changes across economic, technological, cognitive, and social dimensions. Economically, villagers shifted from low-margin raw mushroom sales to higher-value processed products with more stable income structures. Technologically, they acquired standardized processing and food safety competencies, enabling entry into more regulated and premium markets. Cognitively, branding shifted from an external concept to an internalized strategy for value creation, embodied in the "Ecological Mushroom from Red Soil Coastal" positioning. In

terms of marketing capacity, villagers moved from total intermediary dependence to independent digital promotion and direct-to-consumer engagement. At the same time, quality awareness became systematized, and fragmented production evolved into coordinated collective action with stronger social capital and shared brand governance.

Overall, the findings confirm that participatory communication-based branding can transform rural producers from passive raw material suppliers into active participants in value creation. This reinforces the significance of combining local wisdom with design-driven branding strategies as a pathway for rural industrial transformation and sustainable development.

Recommendations

This study suggests that rural development policy should shift from infrastructure-led support to strengthening "soft power" elements such as branding, design capability, and communication systems. Governments should establish rural brand incubation funds, support intellectual property development, and enhance market access for collective rural brands.

At the community level, sustainable outcomes require institutionalized brand governance. Village committees should create long-term mechanisms such as youth digital teams or cooperative media groups to manage branding, maintain quality standards, and coordinate digital marketing activities.

Technologically, the integration of generative artificial intelligence into rural training is recommended to improve efficiency in content creation, including marketing texts and visual materials, thereby lowering barriers to digital participation.

Theoretically, this research expands development communication as an enabling infrastructure for economic transformation, showing that it can reshape production systems, strengthen collective identity, and activate endogenous branding capacity in rural communities.

Future research

Should test this model in different regional contexts, examine long-term sustainability after intervention withdrawal, and explore ethical issues related to AI use in rural branding, including authenticity and cultural representation.

References

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). American Psychological Association.

Bourdieu, P. (1977). *Outline of a theory of practice* (R. Nice, Trans.). Cambridge University Press.

Cui, Z. (2021). Mobilization and dissemination of grassroots governance in rural and pastoral areas of Xingan League for targeted poverty alleviation [Master's thesis, Inner Mongolia University].

Escobar, A. (1995). *Encountering development: The making and unmaking of the Third World*. Princeton University Press.

Fisher, W. R. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communication Monographs, 51*(1), 1–22.

García-Orosa, B. (2022). *Digital political communication strategies*. Springer International Publishing.

Gu, R., Zhang, W., Chen, K., & Nie, F. (2023). Can information and communication technologies contribute to poverty reduction? Evidence from poor counties in China. *Information Technology for Development, 29*(1), 128–150.

Jing, H. (2021). Research on the practice of agricultural technology information dissemination in poverty-stricken areas of Yunnan under the background of targeted poverty alleviation [Master's thesis, Yunnan Normal University].

Kanchana, K. (2000). *Media for community: Body of knowledge processing*. Thailand Research Funds.

Kanchana, K. (2001). *Media studies and cultural studies*. Adison Press Products.

Kanchana, K. (2009). *Little media and nice to work with development*. Pappim.

Kanchana, K. (2017). *Instrument of cultural community practice and ritualistic media study* (2nd ed.). Princess Maha Chakri Sirindhorn Anthropology Center.

Kanokrat, Y. (2005). Akha power relations in northern Thailand: Identity, economics, and gender perspectives [Paper presentation]. The 9th International Conference on Thai Studies, Northern Illinois University, USA.

Kanokrat, Y. (2006). *Community power and integration for "sufficiency economy": Cases of Buddhist, Muslim, and Akha communities in Thailand* [Doctoral dissertation, Thammasat University].

Kanokrat, Y. (2020). *Communication development for community*. Offset Press Products.

Kotler, P., & Armstrong, G. (various editions). *Principles of marketing*. Pearson.

Lerner, D. (1958). *The passing of traditional society: Modernizing the Middle East*. Free Press.

Li, D. (2023). Digital rural communication: Rethinking information poverty alleviation based on actor-network theory. *Journal of Kunming University of Science and Technology (Social Sciences Edition), (03)*, 151–158.

Liao, X. (2020). Research on interpersonal communication of poverty alleviation information in rural areas of Guangxi under the background of targeted poverty alleviation [Master's thesis, Shaanxi Normal University].

Murdoch, J., Marsden, T., & Banks, J. (2000). Quality, nature, and embeddedness: Some theoretical considerations in the context of the food sector. *Economic Geography, 76*(2), 107–125.

Pink, S. (2013). *Doing visual ethnography* (3rd ed.). SAGE Publications.

Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.

Rostow, W. W. (1960). *The stages of economic growth: A non-communist manifesto*. Cambridge University Press.

Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries*. Stanford University Press.

Servaes, J. (1999). *Communication for development: One world, multiple cultures*. Hampton Press.

Servaes, J. (Ed.). (2008). *Communication for development and social change*. SAGE Publications.

Shih, S. (1992). *The smile curve theory and value creation in global industries*. Acer Inc.

Shih, S. (1996). *Me-too is not my style: Challenge difficulties, break through bottlenecks, create values*. Acer Foundation.

Si, Z., & Scott, S. (2016). China's emerging alternative food networks: Farmers' markets, community supported agriculture and beyond. *Journal of Rural Studies, 47*, 449–458.

Supang, C. (2011). *Sociology theory* (4th ed.). Chulapress.

UNDP. (Various years). *Human development reports*. United Nations Development Programme.

Wang, J., & Zhou, Y. (2025). Producer-oriented and consumer-oriented alternative food networks and rural revitalization in China: Distinct trajectories and variegated impacts. *Habitat International*, 103289. https://doi.org/10.1016/j.habitatint.2025.103289

Wang, L., & Zhang, Y. (2020). Rural branding, e-commerce adoption, and agricultural value chain upgrading in China. *Journal of Rural Studies, 76*, 254–266.

Zhao, X., & Li, J. (2019). Agricultural product branding and rural revitalization: Evidence from China. *China Agricultural Economic Review, 11*(3), 456–472.