

Mechanism Study on Emotional Economy Enabling Rural Revitalization

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Abstract: As a new economic form driven by emotional value, the emotional economy is deeply integrating into rural production and daily life, injecting new development momentum into rural revitalization. From the perspective of the two-way interaction between emotional economy and rural revitalization, this paper analyzes the triple mechanism of emotional economy injecting new kinetic energy into rural revitalization and the supporting conditions provided by rural revitalization for the development of emotional economy. On this basis, this paper analyzes the practical problems faced by the development of rural emotional economy, such as the dilemma of “data flow” and “homogenization,” the shortage of operating talents, the lack of benefit sharing mechanism, the challenge of cultural authenticity and ecological security, and puts forward some countermeasures and suggestions, such as building characteristic brands based on local resources, building a collaborative education system of “internal training and external introduction,” building a benefit sharing mechanism, and establishing a standardized governance system, so as to provide reference for promoting emotional economy to better serve the overall revitalization of rural areas.

Keywords: Emotional economy; Rural revitalization; Mechanism

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1. Introduction

Agriculture is the foundation of the world. China is a major agricultural country, and prioritizing agriculture and consolidating its foundation is the basis for stabilizing the people and governing the country. Since the rural revitalization strategy was first proposed in the report of the 19th National Congress of the Communist Party of China, it has become a guiding light for boosting the rural economy and promoting rural development. Driven by a series of policies from the Party and the government, rural development has made considerable progress. At the same time, with the continuous improvement of residents’ consumption level and the transformation and upgrading of consumption structure, the consumer market is also undergoing profound changes. The focus of consumer demand has shifted from material satisfaction to spiritual and emotional satisfaction. Emotional value has gradually become a key factor affecting consumer decision-

making. The so-called emotional economy is a new type of consumption form driven by consumers' emotional needs. Its core feature is to use emotional value as the core selling point of goods and services, so that consumer behavior changes from functional satisfaction to spiritual experience, providing consumers with emotional benefits, and thus realizing the appreciation of market value ^[1]. The current emotional economy is not only limited to the field of urban consumption, but also gradually penetrates into the countryside. Practices such as live e-commerce, rural events, shared vegetable gardens, and village coffee show that the emotional economy is injecting new growth vitality into rural revitalization.

2. The interactive mechanism between emotional economy and rural revitalization

2.1. The emotional economy injects new momentum into rural revitalization

First, the emotional economy has increased the added value of rural industries. At present, rural agricultural products are facing the dilemma of high quality and low price. Even if rural agricultural products have good quality, they can only enter the market at a low price, while the emotional economy changes consumers' cognition of products through emotional narrative, so that consumers are willing to pay for emotions. For example, Shanxi Yuncheng creates a realistic version of Happy Farm, lets urban residents adopt vegetable land, check the growth of crops in real time through mobile phones, and pick them by hand at harvest. What they buy is not only agricultural products, but also an emotional experience. Through the emotional empowerment of rural industry, rural resources can be transformed into empathic and transmissible emotional symbols, so as to complete the transformation from functional cognition to emotional identity in the minds of consumers, and effectively get rid of the dilemma of high quality and low price ^[2].

Second, emotional economy activates the market value of rural resources. Emotional consumption is not only the purchase of goods, but also the satisfaction of emotions. Therefore, compared with the previous product purchase scenarios, emotional economy needs the support of external scenes. Through external scenes, consumers can be immersed in them, thus generating emotional resonance, while the countryside can provide such scene resources. Open fields, quiet villages, and slow rhythm can make consumers feel the comfort of the soul, thus generating the desire for consumption ^[2]. For example, Quzhou, Zhejiang Province, has built a hundred emotional courtyards along the poetry and painting scenery belt. By using the vacant rural houses and courtyards along the line, it has made full use of the high-quality resources of each county and district to create a new rural format integrating leisure, healing and experience, so as to integrate the scattered rural resources into a complete emotional consumption chain, so that consumers can immerse themselves, sit down and willing to consume, and want to come back after leaving, which effectively activates the market value of rural idle resources ^[3].

Third, emotional economy embodies the collective consensus of rural governance. The emotional economy not only acts on market transactions, but also integrates scattered individual emotions into the cohesion of rural communities through public activities and collective ceremonies ^[4]. The National and American Rural Basketball Competition (Village BA) organizes village-level teams to compete. During the event, it not only led to the rapid development of local catering, accommodation, and other industries, but also further boosted the cohesion of local villagers. In the process of watching the game, the originally dispersed individuals feel collective belonging through emotional resonance, thus transforming the individual's emotional experience into a collective action force, effectively enhancing the endogenous motivation and organizational cohesion of rural governance.

2.2. Rural revitalization provides support for the development of the emotional economy

First, the improvement of the rural living environment provides a material carrier for emotional consumption. Since the implementation of the rural revitalization strategy, the level of rural infrastructure and public services has been significantly improved. The promotion of road hardening projects has greatly improved the convenience of rural transportation, and the problem of consumers' access has been effectively solved ^[4]. The popularization of network coverage has enabled the countryside to have the basic conditions for digital services, providing information support for the online dissemination of emotional products and the integration of offline experiences. The improvement of the living environment has improved the sanitary conditions and overall style of the countryside, transforming the countryside from “dirty and messy” to “clean beauty,” thus providing a material basis for the development of the emotional economy.

Second, the improvement of the rural industrial system has expanded the space for value creation for the emotional economy. Traditional agriculture only provides primary agricultural products in the process of production, which makes the rural industry have problems of low level, short chain, and low added value. In the process of promoting rural revitalization, the rural industry has been continuously transformed and upgraded, from providing only preliminary agricultural products in the past to gradually transforming into a multi-industry pattern integrating agricultural production, agricultural product processing, cultural experience, leisure tourism, and health care services. This makes the emotional economy not only sell products in the process of development, but also increase the sales experience, sell scenes, sell lifestyles, and other formats, so as to provide more content for the development of the emotional economy ^[5].

Third, the protection and inheritance of rural culture provide differentiated emotional resources for the emotional economy. The core competitiveness of the emotional economy lies in emotional resonance, which requires profound cultural heritage as support. The continuous advancement of the rural revitalization strategy has promoted the systematic protection and activation of local culture, intangible cultural heritage projects, and folk activities. A large number of rural cultural resources that were once on the verge of disappearing have been re-excavated, organized, and displayed, providing irreplaceable “emotional raw materials” for the emotional economy. This gives the emotional economy a unique cultural identity distinct from urban consumption, forming an irreplaceable competitive advantage.

3. Problem analysis of emotional economy enabling rural revitalization

3.1. Prominent problems of data flow and homogenized development in the rural emotional economy

First, the rural emotional economy suffers from a serious data flow tendency. In the current era where traffic reigns supreme, some rural areas rely primarily on gimmicks rather than sustained emotional output to attract external visitors. This leads to some villages rapidly going viral through short video dissemination, with large numbers of tourists flocking in. However, with the loss of novelty, the fading of traffic, and the decline of trending, they quickly return to obscurity, and villages fail to establish stable customer relationships and repeat consumption appeal. Second, the homogenization problem of rural emotional economy projects is severe. As the popularity of the emotional economy continues to rise, most villages lack in-depth excavation of their own resources and unique positioning, being accustomed to “copying homework” rather than “doing original work.” This leads to projects such as village cafes, village tournaments, and emotional courtyards springing up everywhere, but their product forms, scene designs, and marketing language are highly similar,

causing consumer aesthetic fatigue. In order to better compete for consumers, the market slides from value competition to price competition, product quality declines, and consumer rights and interests are affected ^[6].

3.2. Shortage of operational talents in the rural emotional economy

First, local farmers lack professional operational skills. At present, the main body of rural personnel comes from frontline farmers. Although they are familiar with rural life and understand the characteristics of agricultural products, due to a lack of systematic training, they have little knowledge of short video platform rules and marketing planning. Even though rural areas have unique natural scenery, long-standing farming traditions, and rich folk culture, their promotional presentations are stiff and unable to vividly convey product highlights, making it difficult to stimulate consumer interest. Second, there is insufficient attraction for professional talents. Due to limitations in rural infrastructure, medical and health conditions, educational facilities, and living convenience, external professionals find it difficult to settle and work in rural areas. At the same time, some internet influencers, although skilled in content creation, lack a deep understanding of local culture, and their creations remain at the level of superficial and shallow expression, making it difficult to produce content that reflects the intrinsic value of rural life. Third, the talent training system is relatively imperfect. Although relevant departments have actively carried out rural operational talent training, due to objective factors such as time constraints, training often suffers from fragmentation and superficiality. Rural operational talents can reach an introductory level through training but still lag far behind professional standards. This predicament of “local talents unable to stay, external talents unable to be attracted” keeps the rural emotional economy in a low-level circular state of “having resources but no transformation, having popularity but no sustainability.”

3.3. Lack of benefit-sharing mechanisms in the rural emotional economy

First, the income distribution method of the rural emotional economy is unreasonable. With the help of the emotional economy, rural agricultural products and services can be sold at higher prices. However, in actual operation, this premium is often captured by external investors or operators, while villagers remain providers of primary products and services, unable to fully participate in the distribution of emotional value. Taking “village cafes” as an example, the coffee beans are not locally grown, the operational teams are mostly externally introduced, and most of the profits belong to investors. Villagers, apart from receiving limited rent and wages, find it difficult to obtain incremental income from the emotional premium. This situation of “having traffic but no dividends, having popularity but no sharing” weakens, to a certain extent, villagers’ enthusiasm for and sense of gain from participating in the emotional economy. Second, the linkage among participating entities in the rural emotional economy is loose. Rural emotional economy projects involve four participating entities: villagers, village collectives, investors, and operational teams. However, there is a lack of stable cooperation frameworks and benefit-sharing mechanisms among these entities. The relationship between villagers and operators is mostly simple leasing or employment, while investors and operational teams tend to pursue quick returns on investment. This results in neither the formation of stable interest communities nor the establishment of the capacity to jointly respond to risks.

3.4. Challenges to rural cultural authenticity and ecological security

First, rural cultural expression has become distorted. The essence of the emotional economy is to establish consumer identification through genuine emotional resonance. However, some business entities, in pursuit of

short-term traffic, adopt vulgarized and scripted marketing strategies, gradually losing the authentic value of rural culture through excessive packaging. Some of these short video accounts make up sad stories, fictional people set up conflicts, and gain traffic by demonizing the countryside; some rural cultural tourism projects blindly follow the trend, resulting in a serious phenomenon of thousands of villages. These problems have led to villages being transformed from a real living space into a choreographed performance stage, and the cultural identity foundation on which the emotional economy depends has been eroded. Second, the ecological carrying capacity is overrun, and short-term development overdraws long-term resources. The heat of the emotional economy often brings about a sharp increase in the flow of people, and some villages lack the corresponding carrying capacity and management mechanism, resulting in the ecological environment under extreme pressure. The influx of consumers exceeds the upper limit of ecological carrying capacity, and the phenomenon of trampling on farmland, destroying vegetation, and disorderly picking occurs frequently. The natural resources in some areas have declined due to predatory collection. This kind of development not only directly destroys the natural ecology of the countryside, but also fundamentally shakes the resource base on which the emotional economy depends.

4. Countermeasure analysis for emotional economy enabling rural revitalization

4.1. Building local characteristics based on local resource endowments

First, establish normalized emotional connections between consumers and villages. Villages can establish normalized emotional connections with consumers through membership-based communities, theme community operations, exclusive experiences for returning customers, and adoption and co-construction models, turning villages from check-in spots into emotionally companionable and interactive spaces, upgrading consumer relationships from one-time transactions to sustained interactions. For example, the “Adopt a Tree” project in Yingshan, Hubei Province, allows consumers to adopt a kiwifruit tree, receiving a minimum of 30 jin of kiwifruit and 5 jin of native eggs. In the process of accompanying a tree’s growth, consumers make emotional investments in the village, while the village obtains stable customers and income expectations. Second, deeply explore the uniqueness of local resources. Actively guide rural business entities to systematically inventory local emotional resources such as natural landscapes, cultural heritage, folk activities, and specialty products, fully explore their unique natural features and cultural genes, and on this basis develop irreplaceable emotional products and experiential projects. For example, Qingyuan in Guangdong Province, with its combined characteristic resources of tea valleys, terraced fields, and native chickens, has built an integrated development pattern of agriculture, culture, tourism, and wellness. Third, strengthen the construction of regional public brands. The scattered rural emotional products should be integrated into a unified regional brand system for management and promotion, unified image identification, unified quality standards and unified marketing channels, which can not only maintain the differentiated characteristics of the countryside, but also form a joint force for external promotion, so that consumers can form an overall cognition and stable trust in the emotional products of a region ^[7]. For example, Quzhou, Zhejiang Province, incorporated the emotional courtyard into the public brand system of Quzhou courtesy area, and unified publicity and promotion, thus greatly increasing the exposure of the brand.

4.2. Building a “cultivate internally and introduce externally” collaborative talent cultivation system

First, establish a tiered and categorized local talent cultivation system. For different groups including ordinary farmers, cooperative leaders, and grassroots cadres, set differentiated training objectives and course content. For ordinary farmers, focus on basic short video shooting, product display rhetoric, and platform rule cognition, enabling them to complete the most basic emotional content production. For cooperative leaders and village cadres, focus on training emotional narrative ability, brand planning ability, and community operation ability, making them the backbone of the rural emotional economy. For rural entrepreneurs with some foundation, focus on advanced abilities such as IP incubation, traffic conversion, and project operation. Second, increase the introduction of external talents. On the one hand, introduce relevant policies to include emotional industry operational talents in the scope of local talent policy support, providing substantial compensation, medical care, housing, and children’s education. On the other hand, a flexible talent introduction method is adopted to attract external talents to work in the village through project-based cooperation, tenure-based employment, team-based settlement, etc. At the same time, through joint creation, project incubation, resident practice, etc., the multiplier effect of introducing one and driving a group is realized. The third is to improve the training mechanism of rural emotional industry operators. By constructing a multi-party collaborative training resource integration mechanism of government + universities + enterprises + social organizations, the government policy resources, university intellectual resources, enterprise practice resources, and social organization platform resources are systematically integrated to form a support system covering the whole chain of training. At the same time, officials should establish a normalized training fund guarantee and curriculum renewal mechanism, and pay attention to the normalization of training, so as to promote the supply of talents from phased input to normalized endogenous ^[8].

4.3. Constructing benefit-sharing mechanisms for the rural emotional economy

First, build a diversified income distribution mechanism. Change the single income model of collecting rent and wages, and establish a diversified distribution system of “rent + wages + shares.” At the rent level, guide villagers to obtain stable rental income by leasing idle farmhouses and land. At the salary level, through the emotional economic project to create jobs, so that the villagers through labor to obtain wage income, at the level of shares, encourage villagers to housing, land, capital and other forms of shares, to participate in the project dividends. In the process of implementation, the mode of guaranteed income + dividends by shares can be implemented. Regardless of the profit and loss of the project, the villagers first obtain the guaranteed rent or wage income, and then obtain dividends by shares according to the overall income of the project, which not only guarantees the basic interests of the villagers from loss, but also enables them to share the incremental benefits brought about by the success of the project. Second, establish an institutionalized cooperation framework for all parties involved in the emotional economy. Actively build an organizational cooperation framework led by grassroots Party organizations, with the “Party branch + cooperative + enterprise + villagers” structure. By clarifying the basic rights and obligations of each participating entity, provide institutional references and rule compliance for all parties’ cooperation. The Party branch plays a coordination and guarantee role, responsible for coordinating the interests of all parties and resolving cooperation conflicts. The cooperative represents villagers in negotiations and decision-making, avoiding the disadvantaged position of individual villagers when facing enterprises. The enterprise provides operational management and market channels, responsible for the professional operation of projects. Villagers participate

through resources or labor. Through the formal agreement, the parties clarify the rights and obligations and the proportion of interest distribution, so as to form a stable cooperative relationship of risk sharing and income sharing.

4.4. Establishing a standardized governance system

The first is to establish a cultural content audit and positive guidance mechanism. Actively formulate the content review standards of rural emotional products, clearly prohibit the dissemination of fictional suffering, vilifying villages, vulgar marketing, etc., compact the main responsibility of the network platform, and dispose of illegal accounts and content in accordance with the law ^[9]. At the same time, officials should establish a support mechanism for high-quality rural emotional content, and guide creators to take root in the countryside, record the truth, and make the truth become the core competitiveness of rural emotional content through flow tilt, creation incentive, evaluation and recognition. In addition, it is also necessary to speed up the formulation of content norms for rural emotional experience services, clarify the cultural expression bottom line and quality requirements of emotional products, so that practitioners have rules to follow and regulators have evidence to check ^[10]. The second is to establish an ecological carrying assessment and early warning mechanism. Ecological protection is defined as a red line. For rural emotional projects involving natural resource development, it is necessary to evaluate the ecological carrying capacity, scientifically verify the upper limit of passenger flow and activity intensity, clarify the development boundary, and ensure that the project scale does not exceed the environmental capacity. At the same time, a normalized environmental monitoring mechanism is established to dynamically track passenger flow and environmental indicators. Once it is close to the upper limit of carrying capacity, emergency measures such as current limiting and diversion should be started in time. For projects that cause damage to the ecological environment due to over-exploitation, the relevant subjects should be held accountable according to law to form a closed-loop system of moderate development and damage.

5. Conclusion

In the process of promoting rural revitalization, emotional economy is an important driving force. Therefore, it is necessary to grasp the development law of emotional economy, provide a good development environment and institutional guarantee for emotional economy to empower rural areas, and eliminate the worries in the development process in time, so as to help the smooth implementation of the rural revitalization strategy.

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