

# Study of Influencing Factors of Live Streaming E-Commerce on Sichuan Agricultural Product Consumption in the New Media Era

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**Abstract:** With the development of the national rural revitalization plan and rural e-commerce, live broadcast of agricultural products has become a recent hotspot. Farmers hope to catch the express train of live broadcast, sell agricultural products, and broaden the road to wealth. The live broadcast e-commerce has won consumers' trust in information quality, system quality, service quality, telepresence, social presence, etc., enhancing consumers' willingness to buy agricultural products. It believes that high-quality live broadcast e-commerce will increase consumers' purchase trust. The three objectives are: to analyze the influence of live streaming e-commerce on agricultural products under the current new media environment; to explore the influencing factors of live streaming strategy; and to evaluate the appropriate policies for improving agricultural product sales under the new media era.

**Keywords:** Live Streaming E-Commerce; Agricultural Product Consumption; New Media Era

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## 1. Introduction

Since the beginning of the new century, material production has been greatly enriched, and information communication and mobile Internet technology have rapidly developed. The emerging media in the mobile Internet era plays an increasingly important role in people's daily lives. Online shopping has gradually become a common choice and gained experience for most mobile Internet users. At the same time, in recent years, with the development of the Internet, network signals have been gradually connected in rural areas, and broadband servers and interfaces have been installed in almost every village. Villagers can install broadband according to their living needs to facilitate their lives. In recent years, with the development of agriculture, Internet technology has also become popular in rural areas and has gradually become an important channel for the sales of agricultural products. Many enterprises and individuals have sold agricultural products from their hometowns to all parts of the country through live broadcast platforms. In the new media environment, the way of e-commerce + live broadcast has a profound impact on consumers' consumption behavior. To this end, this topic is based on the new media environment, focusing on the Sichuan area as an example to explore the impact of "e-commerce + live broadcast" on consumers' purchasing behavior of agricultural products.

## 2. Theoretical Basis

### 2.1 Theoretical significance and value

This paper combines theories and methods of consumer behavior theory, e-commerce live broadcast, and other theories and practices, focusing on the sampling area of consumers in the post-Sichuan region. It also discusses and analyzes the impact of "e-commerce + live broadcast" on consumers' purchasing behavior of agricultural products under the new media environment. Further, It enriches the theory of consumer behavior and the theory of e-commerce live broadcast, which is of theoretical significance (Hsu: et al. 2014)<sup>[1]</sup>.

### 2.2 Practical meaning and value

Based on the literature analysis method, this paper summarizes and analyzes domestic and foreign research scholars' research literature on consumer behavior, e-commerce live broadcast, etc., combined with the theoretical basis of consumer behavior and e-commerce live broadcast, taking Sichuan as the research scope, and correlation analysis. The impact of consumer behavior and then corresponding suggestions has practical significance. This study will fill this academic gap and explore how consumers trust and purchase green agricultural products in live-streaming e-commerce based on existing research (Lam: et al. 2016)<sup>[2]</sup>.

### **3. Understanding the Influencing Factors of Live Streaming E-Commerce on Sichuan Agricultural Product Consumption in the New Media Era**

#### **3.1 Research on the live streaming e-commerce market**

It refers to media such as television, movies, etc., different from the traditional print media at that time. The concept of new media is constantly changing, and its essence is different from traditional media. From the current stage, new media is a medium or content based on digitalization and supported by advanced information communication technology as the core technology (Jiong: et al. 2013)<sup>[3]</sup>.

##### **3.1.1 Social media influencer of e-commerce live streaming relating to agricultural products**

Social media influencers and live streamers can generate tremendous merchandising results for products. With the influx of sales of various products, many live broadcast marketing influencers lack talents, and their selling ability needs to be improved. While network anchors, skills, and Internet celebrities occupy the head resources, a large number of ordinary live broadcasters have limited influence

##### **3.1.2 Function of e-commerce live streaming operations**

In the online buying funnel model, AIDAS (Attention, Interest, Desire, Action, Satisfaction), attention, as the rest, such as desire, action, and satisfaction gate, means network flow. After years of development, the number of netizens has slowed, and both platforms and merchants compete for netizens with limited growth. The e-commerce live broadcast platform is divided into live e-commerce broadcasts and short video live broadcasts.

##### **3.1.3 Operation generating live streaming marketing effects**

Information barriers, the "knowledge gap" in the information age, have the momentum of deepening. SMEs have gradually established the oligopoly pattern with advantages in informatization.

#### **3.2 Operation strategy of the agricultural product via live streaming e-commerce**

Agricultural products refer to the primary agricultural products in the Agricultural Products Quality and Safety Law, which refer to plants, animals, microorganisms, and products obtained from farm activities. Direct agricultural products are divided into planting, animal husbandry, fishery products, and products excluding processing (Liu: et al. 2020)<sup>[4]</sup>.

### **4. The Conceptual Framework for the Research Study**

#### **4.1 Influencing factors of minimizing constraints**

The core of e-commerce's delivery of goods is the acquisition of traffic. Currently, the obstacles plaguing e-commerce live broadcasts are the technical barriers and acquisition costs of traffic acquisition. The usage rate, conversion rate, and activity of the live broadcast room are not small knowledge barriers for farmers, and they cannot blindly pursue traffic. Farmers must tell their own stories of agricultural products to accumulate natural traffic (Angelina: et al. 2019)<sup>[5]</sup>.

## **4.2 Influencing factors of maximizing product value**

### **4.2.1 Specialization and differentiation of product management - The maximization**

of product value is not the number of product varieties to be managed. The e-commerce business needs "explosive products, " popular products, not many mediocre ones.

### **4.2.2 Leveling of live streaming - the live broadcast of agricultural products e-commerce should**

directly focus on the quality and the authenticity of the source. The tone of the live broadcast should be based on the "blandness and straightforwardness" of the "product details page," which is feasible when resources are limited.

## **5 Influencing Factors of Live Streaming E-Commerce on Sichuan Agricultural Product Consumption in the New Media Era**

### **5.1 Product quality**

Product quality refers to the degree to which a product meets customer needs, serves its purpose, and conforms to industry standards. When evaluating product quality, businesses consider several critical factors, including whether the product solves a problem, works efficiently, or is fit for a customer's purpose.

### **5.2 After-sale protection**

After-sales protection is any customer support after purchasing a product or service. Companies use after-sales support as a business strategy because it often leads to higher customer satisfaction, brand loyalty, and even word-of-mouth marketing.

### **5.3 Consumer knowledge**

Consumers can use consumer understanding of the product and this information in decision-making.

### **5.4 Consumer trust**

Customer trust is the confidence consumers place in a company. It shows a company's confidence in its commitment to delivering on its promises and doing the right thing for its customers. Customer trust is the trust consumers place in a company.

## **6 Conclusion**

More importantly, the empirical results also demonstrate the role of telepresence and social presence as unique aspects of live streaming e-commerce. Through live broadcast e-commerce, consumers feel as if they are in farmland or orchard, making the attributes of green agricultural products more vivid and vivid. By explaining the anchor, consumers can feel the warmth and enthusiasm. These virtual presence features of live streaming are critical to simulating consumer trust in green produce. The work will help improve consumers' purchasing behavior and willingness to purchase agricultural products, enhance the environment of TV + live broadcast, and provide a broader space for online shopping for agricultural products.

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