

# Research on the Mechanism of the Impact of E-Commerce Platform Short Video on Consumers' Food Purchase Intention -- Taking Chengdu, Sichuan Province as an Example

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**Abstract:** With the development of major new media social platforms, short video, as a form of innovative content communication, is becoming increasingly popular, and has gradually become a new media for national expression. In the digital era, the audience's information acquisition habits have changed from original passive acceptance to active search. In the network environment, consumers' shopping decisions are mostly made based on external information. Short video has gradually become a strong marketing tool under the fragmented time. With the rapid development of strong traffic and attention, the short video industry has become a force that can not be ignored to feed back the real economy. As a necessity of people's life, food purchase and sale under the background of e-commerce has become a widely accepted and rapidly developing form of food distribution. At the same time, the spread of fake and shoddy commodities, false propaganda, high price problems frequently. In recent years, e-commerce has been booming in Chengdu, Sichuan Province, and its special snacks are sought after by people. Therefore, more attention should be paid to the quality of food. Taking Chengdu, Sichuan Province as an example, this paper analyzes the impact of e-commerce short videos on consumers' willingness to buy food, in order to put forward reasonable suggestions for the development of e-commerce.

**Keywords:** E-Commerce Platform; Short Video; Purchase Intention; Empirical Analysis

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## 1. Background and Problem statement:

With the advent of the era of mobile Internet, in the face of information bombing and fragmented information dissemination, audience role gradually by the original passive accept enterprise marketing information to active in the huge amounts of information search, obtain valuable content, short video according to the low threshold, strong participation, strong connection of ductility, become a new type of popular culture and social language. Based on marketing and consumer behavior, this paper uses the investigation and analysis of consumers in Chengdu, Sichuan Province, to establish an econometric model of the influencing factors of food purchase intention of e-commerce consumers. According to the empirical analysis conclusion, it puts forward corresponding enlightenment and suggestions for promoting the healthy development of e-commerce food market.

## 2. Research objectives

Analyze the construction and development of short video platform of e-commerce platforms, and explore the impact of the development of e-commerce platforms on economic development.

Impact mechanism of short videos on e-commerce platform on consumers' food purchase intention.

According to the data survey and empirical test results, compare the importance of each factor, and put forward effective opinions and suggestions.

### 3. Range of study

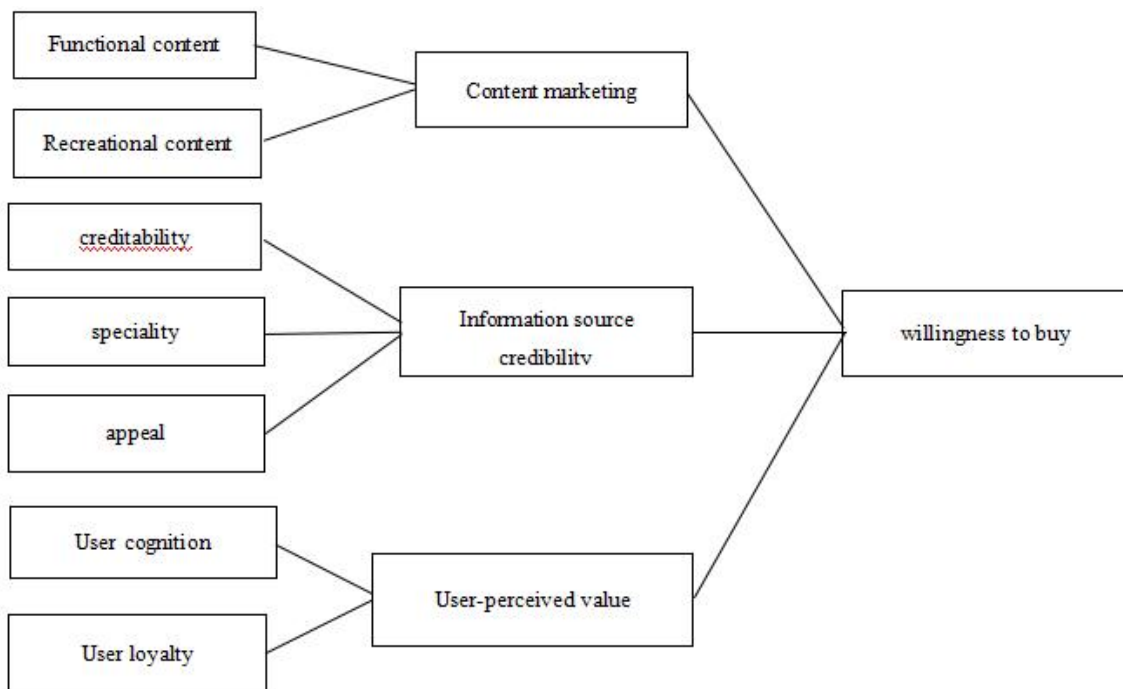
#### 3.1 Meaning and value

At present, there is a lot of literature on the study of consumers' purchase intention. Most scholars are based on a certain theory or a certain mature model. In food short video marketing, consumers have different preferences for food, that is, consumers who follow food have different contents. The purchase intention of consumers directly affects the purchase behavior of consumers and determines the sales volume of food. Therefore, consumers' willingness to buy is crucial to the marketing of short food videos. Therefore, the purchase intention of consumers should be fully studied in the short video marketing of food.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan province, which is mainly about consumers among college students in Chengdu, Sichuan Province. The scope of sample collection is limited to Chengdu, Sichuan Province, and the influence on the purchase intention of consumers' purchase intention in this city is investigated.

The conceptual framework of the study:



### 5. Theoretical principle:

In the SOR model, S is the stimulus, O is the organism, and R is the response. External stimulation will affect individual emotion, cognition and other internal states, and then make consumers make behaviors or reactions such as approach or avoidance. Scholars xiang-ning wang (2020) on the basis of previous research, think short video by output quality diversified content, help consumers fully understand the product information, improve consumer spirit level pleasure, and provide new interactive experience, to reduce consumer inner uncertainty, close the psychological distance, and positive influence consumer purchase intention, put forward the theoretical framework. Scholar Wang Shan (2021) proposed that the purchase intention is affected by cognition, emotion and the credibility of the information staff.

### 6. Correlation studies

Kim (2010) points out that if consumers identify a brand or product to help perform and improve themselves, they tend to build a

long and solid relationship with it. It can be seen that consumers' attention to different types of information will change the psychological distance. For example, when consumers expect different purchase time, they will produce different perception of time distance. When online consumers choose goods, according to their own cognition of commodity information, and then choose to pay attention to different information characteristics. If consumers tend to pay attention to high interpretation level information, the farther the spatial distance is, the more likely they are to accept the product. If they tend to pay attention to low interpretation level information, the closer the corresponding spatial distance is, the higher the acceptance of the product is. Steven et al.(2009) found that the geographical location of the buyers and sellers will also affect the purchase decisions of online consumers, that is to say, the more similar the regional characteristics of the buyers and sellers, the more conducive to stimulate the purchase behavior.

## Conclusion

As an emerging form of online sales, live streaming e-commerce is not limited by geographical conditions. Moreover, with people's wide recognition of the convenience of online consumption and the formation of online shopping habits, consumers' own professional factors do not have a significant impact on their choice to buy live streaming e-commerce food. There are many kinds of live streaming e-commerce food, promotional discounts and other forms, which make live streaming e-commerce food "good and cheap", and consumer income factors have no significant impact on it. The food purchase intention of live e-commerce is most affected by the food environmental factors of live e-commerce and the subjective purchase factors of consumers. Under the positive effects of the objective factors of live e-commerce food environment and the subjective purchase factors of consumers, the food purchase intention of live e-commerce is stronger. The improvement of the environmental level of the whole live streaming e-commerce food industry will enhance consumers's confidence in buying, so as to improve consumers' purchasing intention. While live streaming platforms, anchors and merchants make profits, consumers can also enjoy the convenience brought by the food consumption of live streaming e-commerce. Follow the trend of herd psychology, purchase restriction and discount, net red effect has direct and positive influence. Consumers have a correct attitude towards food safety, and can correctly understand the current situation of food sales under the new business form of live streaming e-commerce, effectively identify the food quality and safety level of live streaming e-commerce, and actively carry out food consumption of live streaming e-commerce. From the perspective of purchasing factors, when merchants record a video, consumers cannot have access to the real product, so they cannot judge the quality of the product, which makes consumers question the quality of the product, leading to the decline of consumers' willingness to buy. Therefore, consumers can see the whole process of product production, processing and transportation, effectively ensure the authenticity of product video, and enhance consumers' trust and perceived value of products.

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