

Influencing Factors of E-Commerce Live Broadcast Affecting Sichuan Consumers' Purchase Intention on Local Agricultural Specialties

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Abstract: Live-streaming e-commerce has boosted the marketing vitality and local agricultural specialties. Principle of sustainable human development, but also avoid the problem of food insecurity. By vigorously developing Sichuan agricultural specialties, one can promote the coordination of human society, economy, and ecology and lay a solid foundation for sustainable development in the interest of local consumers. This paper examines whether live-streaming e-commerce has gained consumers' social presence, trust, and perceived value in strengthening consumer intention to purchase agricultural specialties. The three research objectives are; to explore the influence of e-commerce live broadcast affecting Sichuan consumers' purchase intention, to analyze the degree of influencing factors relating to consumers' purchase intention on local agricultural specialties, and to investigate the shortfalls of e-commerce live broadcast and propose better strategies for improving local agricultural specialty sales.

Keywords: E-Commerce Live Broadcast; Purchase Intention; Local Agricultural Specialties

1. Introduction

According to the "Research Report on China's Live E-commerce Industry in 2021" published by iResearch, the scale of China's live e-commerce market in 2020 will exceed 1.2 trillion yuan, with an annual growth rate of 197.0%. Yuan. By the end of 2020, 8,862 live broadcast e-commerce-related enterprises in China have been registered, and the number of anchors in the industry has reached 1.234 million. It can be seen that live e-commerce broadcasting has gradually become the new normal for netizens' consumption. With the development of e-commerce live broadcast, improving customers' purchase intention and customer satisfaction to retain new and old customers has become a new problem. Based on Marketing and Consumer Psychology, Social Presence Theory, Consumer Trust, and Perceived Value Theory.

2. Theoretical Basis

2.1 Theoretical Significance and Value

From a theoretical point of view, most scholars' research on social presence currently focuses on its antecedents, and the research definitions and dimensions are different. In contrast, the impact of social presence in marketing on consumer behavior in virtual environments is studied. Based on the classic literature at home and abroad, this study constructs a relationship model between social presence, consumer trust, and continuous purchase intention in the context of e-commerce live broadcast, expands the research perspective of theoretical social presence on consumer behavior intention, and enriches social Applications of Presence Theory. In addition, although the theory of consumer trust and perceived value has been widely studied in the field of e-commerce, for the emerging e-commerce live broadcast situation, the relationship between social presence as a feature of live broadcast marketing and consumers' most profound shopping experience and consumer trust is still unclear. Further current research is needed.

2.2 Practical meaning and value

With the development of Internet technology and the promotion of 5G commercial use, the live-streaming shopping model will continue to innovate and improve. The multi-dimensional social presence perspective can inspire online merchants to change their focus on consumers and build consumer awareness by managing social presence. Purchase intention and provide consumers with higher-quality content and a smoother experience, thereby expanding the benefits of live broadcasts and increasing the repurchase rate. And what are the factors that encourage consumers to place orders and purchases during live broadcasts frantically? What factors directly or indirectly affect consumers' purchase intention? Therefore, this study aims to study which factors influence consumers' willingness to buy while watching live broadcasts.

3. Understanding the Influencing Factors of E-Commerce Live Broadcast Affecting Sichuan Consumers' Purchase Intention on Local Agricultural Specialties

3.1 Social Presence Theory

Yang (2021)^[1] defined that in the media communication process, the more verbal or non-verbal cues the media conveys, the higher the level of social presence, thereby enabling communication. The audience more strongly perceives the other party's existence and obtains a sense of authenticity similar to face-to-face communication. Scholars judge whether they have the characteristics of interpersonal warmth, interpersonal sensitivity, and sociality based on the communication clues provided by the media and propose the level of social presence and communication tasks.

3.2 Consumer Trust Theory

Han (2020)^[2] determines a context-based social concept, and its existence depends on the interactive environment in which the subject is located. The influencing factors of trust influencing factors of consumer trust in the online transaction environment can be classified into three categories: consumers, merchants, and the transaction environment, consumer factors include consumer trust tendency, shopping experience, usage preference, innovation, etc. trust is an attitude and internal state of consumers. Previous scholars attributed the subjectivity of consumer trust to the trust tendency, which is a stable internal factor and is not affected by the specific transaction environment. Merchant factors include competitiveness, product characteristics, interaction and security mechanisms, etc.

3.3 Perceived Value Theory

Ma (2018)^[3] conducted in-depth research on perceived value and divided perceived value into five dimensions: functional value, social value, affective value, cognitive value, and situational value. Perceived value includes price, quality, emotional value, and social value. The price factor of functional value in the perceived value model lacks the reflection of losses other than price, which are benefits other than price that consumers give up to obtain products and services. The research results show that consumers' perceived value includes emotional, functional, social, and perceived loss.

4. The Conceptual Framework for the Research Study

4.1 Local Agricultural Specialties

Local specialty crops are "fruits and vegetables, nuts, dried fruits, and horticultural and nursery crops, including floriculture" in any particular area. While more accurate than previous legal definitions, this definition leaves some latitude in

interpretation. Fruits, vegetables, nuts, nursery crops, and flowers are all considered horticultural crops. In any case, the specific mention of these crop groups means that plants so classified automatically qualify as specialty crops.

5. The Influencing Factors of E-Commerce Live Broadcast Affecting Sichuan Consumers' Purchase Intention on Local Agricultural Specialties

Shi (2020)^[4] studied the purchase intention of e-commerce live broadcasts and found that consumers' willingness can be established differently and affect their purchase intention. There is a trust transfer effect from anchor trust to product trust in e-commerce live broadcast. Consumer self-efficacy is in the product information. The influence of anchor characteristics on purchase intention has a negative moderating effect. The study of consumers' purchase intentions in e-commerce live broadcasts found that consumers' cognitive attitudes mediate among the anchor's professionalism, information quality, interactive experience, visual presentation, and purchase intentions. In the research on the effect mechanism of e-commerce anchor attributes on consumers' online behavior intention, it was found that environmental factors have a significant moderating role in the process of value and trust affecting consumers' online collection behavior intention and have a substantial effect on excitement, value, and trust.

6. Conclusion

This paper proposes ten variables based on previous research literature, including conscious social presence, emotional, cognitive, social presence, kindness trust, and ability trust. , Perceived value theory as the basis for studying the purchasing intention of local agricultural unique products of Sichuan consumers. Combining the research of domestic and foreign scholars, fully considering the characteristics of local agricultural amazing products in Sichuan, designing measurement items for each survey variable, forming a questionnaire, and through online and offline questionnaire surveys, it is roughly predicted that awareness of the social presence and purchase intention has a positive impact; Affective social presence has a positive effect on purchase intention; Cognitive, social presence has a positive impact on purchase intention; Kindness trust has a positive effect on purchase intention; Ability trust has a positive impact on purchase intention; In the research on the influencing factors of fresh agricultural products purchase behavior on consumer community e-commerce platforms, it is found that performance expectations, effort expectations, social influences, contributing factors, and perceived safety all affect consumers' purchase behaviors of fresh agricultural products on community e-commerce platforms through purchase intentions.

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