The Impact of the Value of Speciality Agricultural Products, Live-Streaming Scenarios, and the Merchant Service Quality on Consumers' Purchase Intentions in E-Commerce Live-Streaming

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Abstract

With the advancement of information technology and the rapid growth of the e-commerce industry in China, the development of agricultural e-commerce, particularly through live-streaming platforms, has received increasing attention. This study has examined the impact of e-commerce live-streaming on consumers' willingness to purchase regional agricultural products from multiple dimensions. A research model has been developed based on a comprehensive literature review and data collection, and subsequently analyzed using SPSS software. The results have indicated that the perceived value of regional agricultural products, the live-streaming environment, and the quality of merchant services all could significantly influence consumers' purchase intentions. The study has suggested that strengthening the brand value of regional agricultural products, optimizing live-streaming content, and enhancing service quality could effectively promote the growth of agricultural

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e-commerce live-streaming, increase market share, and build consumer trust, thereby facilitating agricultural modernization and rural economic revitalization. This research holds significant implications for the development of agricultural e-commerce live-streaming.

Keywords: E-commerce Live Streaming, Regional Agricultural Products, Purchase Intention, Influencing Factors

1. Introduction

As China's socialist modernization progresses, the digital economy has experienced rapid growth, technological innovation has achieved significant breakthroughs, and information security capabilities have been markedly enhanced, providing strong momentum for economic and social development (Central People's Government of the People's Republic of China, 2024). Despite the flourishing e-commerce industry, agricultural e-commerce has relatively lagged behind. In 2023, 85% of internet users in China engaged in online shopping (China Internet Network Information Center, 2023), yet rural internet sales accounted for only 16% of total retail sales in 2022 (National Bureau of Statistics, 2023). The 2024 No. 1 Central Document emphasizes the high-quality development of rural revitalization and rural e-commerce, particularly live-streaming e-commerce (Ministry of Agriculture and Rural Affairs of the People's Republic of China, 2024). Research indicates that The value of speciality agricultural products, live-streaming context, and merchant service quality are key factors influencing consumer purchase intentions (Zhang, 2023). Enhancing brand value, optimizing live-streaming content, and improving service quality can promote the development of agricultural e-commerce live-streaming, increase market share, and build consumer trust, thereby advancing agricultural modernization and rural economic revitalization (Li, 2023).

2. Literature Review and Research Hypotheses

2.1 Regional Agricultural Products

The rapid development of the regional agricultural products industry highlights the need for technological applications, with quality assurance and brand building as key growth drivers (Su, 2024). Researchers are focusing on diversifying quality assurance, brand development, and market channels (Wang, 2024), while advanced agricultural technologies and standardized practices have improved product quality and safety (Zhang & Wang, 2023). Studies are also exploring consumer brand awareness through storytelling, geographical indications, and cross-sector cooperation (Liu, 2023). Despite improvements in sales efficiency via e-commerce, social media, and live streaming, challenges like information asymmetry, high logistics costs, and weak brand awareness persist (Chen, 2023). Future research should address these issues to promote the comprehensive development of the regional agricultural products market.

2.2 Live Streaming in Agricultural Product E-commerce

Since its introduction on Taobao in 2016, agricultural product live streaming has boosted the rural economy and attracted many consumers, playing a role in rural revitalization. Current research focuses on optimizing supply chain management, enhancing logistics, and reducing costs (Lu, Han, & Wu, 2021). However, there is a gap in understanding the potential of live-streaming platforms in improving farmers' market access and their socioeconomic impact, as well as the effect of live streaming on consumer trust and purchasing decisions.

2.3 Consumer Purchase Intention in Agricultural Product E-commerce Live Streaming

Consumer purchase intentions in agricultural e-commerce live streaming are shaped by various factors such as product quality, price sensitivity, and the reliability of sales channels (Liu, Wang, & Yuan, 2016; Zhou, 2023). While research in this area is expanding, there is still limited analysis of regional differences and the role of interactivity and live streamer characteristics on consumer decisions. This paper

addresses these gaps by examining how these factors influence purchase intentions, thereby promoting the agricultural live streaming market's development.

2.4 Conceptual Framework

In this paper, the S-O-R (Stimulus-Organism-Response) theoretical model is used to study consumer behavior. Reviewing previous literature, it is found that utility value significantly impacts repurchase intentions (Li et al., 2023). Live streaming characteristics positively influence purchase intentions (Zhong, 2023). Higher service quality reduces perceived risk, affecting consumers' purchase of agricultural products in e-commerce live streaming (Huang, 2021). Perceived value is crucial in purchase decisions (He, 2023), while perceived risk negatively impacts purchase intentions (Huang, 2021). The model in this paper posits that The value of speciality agricultural products, live streaming scenes, and merchant service quality directly influence purchase intentions. Perceived value and perceived risk act as mediators in this process, as illustrated in figure 1.

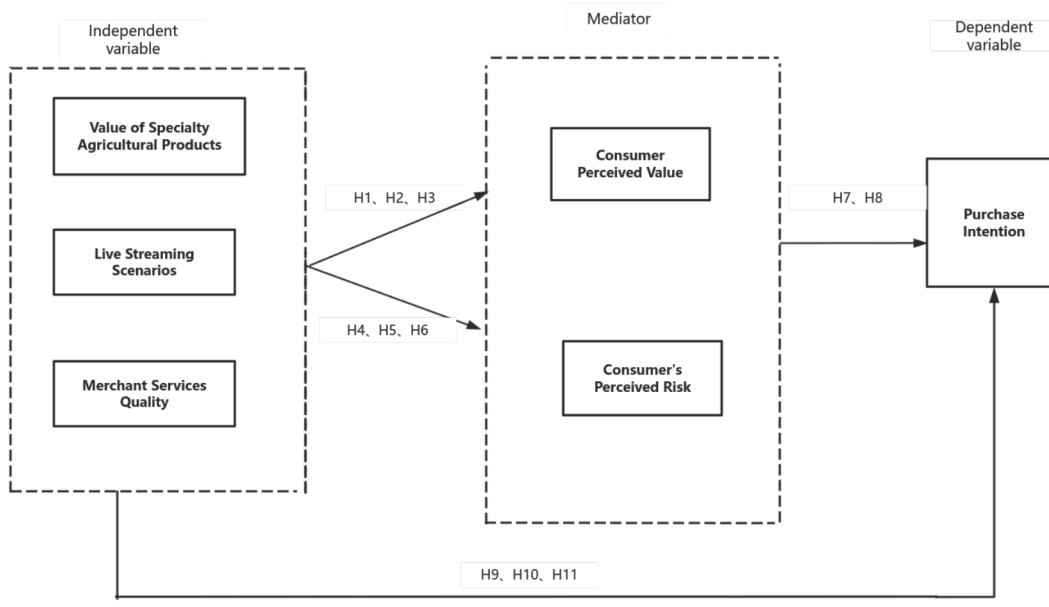

Figure 1 Conceptual Framework

2.5 Hypothesis

H1: The value of speciality agricultural products has a positive impact on consumers' perceived value.

H2: Live streaming scenarios have a positive impact on consumers' perceived value.

H3: Merchant service quality has a positive impact on consumers' perceived value.

H4: The value of speciality agricultural products has a negative impact on consumers' perceived risk.

H5: Live streaming scenarios have a negative impact on consumers' perceived risk.

H6: Merchant service quality has a negative impact on consumers' perceived risk.

H7: Perceived value has a positive impact on purchase intentions.

H8: Perceived risk has a negative impact on purchase intentions.

H9: The value of speciality agricultural products has a positive impact on purchase intentions.

H10: Live streaming scenarios have a positive impact on purchase intentions.

H11: Merchant service quality has a positive impact on purchase intentions.

H12: Perceived value mediates the relationship between The value of speciality agricultural products and purchase intentions.

H13: Perceived value mediates the relationship between live streaming scenarios and purchase intentions.

H14: Perceived value mediates the relationship between merchant service quality and purchase intentions.

H15: Perceived risk mediates the relationship between The value of speciality agricultural products and purchase intentions.

H16: Perceived risk mediates the relationship between live streaming scenarios and purchase intentions.

H17: Perceived risk mediates the relationship between merchant service quality and purchase intentions.

3. Research Methodology

3.1 Sample

This study utilizes a quantitative research method, employing a five-point Likert scale to construct a survey questionnaire on regional agricultural product e-commerce live streaming, based on established scales. The survey was conducted via WeChat using a snowball sampling method targeting consumers in Yunnan Province who had purchased regional agricultural products through live streaming within the past year. Starting with an initial contact, respondents were asked to recommend additional participants, leading to the distribution of 300 questionnaires and 232 valid responses.Of the respondents, 60% were female (139) and 40% were male (93). The data shows that over 63.4% have more than one year of online shopping experience, over 66.4% spend more than 1,000 yuan monthly, and 78% shop online four or more times per month. This highlights the increasing integration of online shopping into daily life, reflecting its convenience and growing popularity.

3.2 Measurement of the Variables

The development of questionnaire measurement indicators should adhere to five key requirements: operability, generality, clarity, multi-item measurement, and ease of subsequent analysis (Churchill, 1979; Hair, Black, Babin, & Anderson, 2010). After defining the research objectives and constructing a theoretical model, we designed easy-to-understand and standardized questionnaire measurement indicators based on potential variables. Each dimension was measured by at least five items to ensure data accuracy and reliability while considering the convenience and persuasiveness of the survey. In this study, six variables were involved: the value of specialty agricultural products, live-streaming context, merchant service quality, consumer perceived value, consumer perceived risk, and purchase

intention (Parasuraman, Zeithaml, & Berry, 1988; Zhou, 2023). When designing the items based on these variables, we referred to the existing mature scales collected previously and modified them according to the characteristics of live-streaming e-commerce for specialty agricultural products. The final measurement items were designed to comprehensively cover the characteristics of each variable (Liu, Wang, & Yuan, 2016), and all questions were rated using a five-point Likert scale to ensure the accuracy and objectivity of the results (Likert, 1932).The specific measurement scales for the independent variables are as show in table 1.

Table 1 Measures and Literature sources

Variable	Code	Measurement Item	Source
Value of Specialty Agricultural Product*s*	Q01	The agricultural products in the live-streaming session are fresh and clean.	He Jianglin (2023), Zhang Mengrong (2023)
	Q02	The size and dimensions of the agricultural products sold in the live-streaming session are almost identical to the description.	
	Q03	The information about the agricultural products obtained in the live-streaming session is truthful.	
	Q04	The live-streaming session provides a detailed introduction to the specialty agricultural products.	
	Q05	The prices of agricultural products sold in the e-commerce live-streaming session are relatively low.	
	Q06	There are significant discounts when selling specialty agricultural products in the e-commerce live-streaming session.	

Table 1 Measures and Literature sources (cont.)

Variable	Code	Measurement Item	Source
Live-Streaming Context	Q07	The live-streaming session at the place of origin clearly demonstrates the production, harvesting, and processing of the products, which increases my trust.	He Jianglin (2023), Zhang Mengrong (2023), Zhong Hongyang (2023)
	Q08	During the live streaming at the place of origin, I feel like I am watching on-site and personally selecting agricultural products, which feels very authentic.	
	Q09	You are more inclined to choose live streaming sessions for supporting farmers that match the actual scenario of the agricultural products.	
	Q10	The host uses professional expressions to recommend the characteristics of the agricultural products.	
	Q11	In the e-commerce live streaming session, the host promptly answers consumers' questions.	
Merchant Service Quality	Q12	The merchant provides timely return and exchange services.	He Jianglin (2023), Xie Weihuan (2024), Fu Tianjiao (2023)
	Q13	The after-sales customer service responded to my inquiries in a proactive, polite, and responsible manner.	
	Q14	The logistics speed is fast, the packaging is intact, the goods are undamaged, and the delivery personnel have a good attitude.	
	Q15	You believe that the host in the live-streaming session you watched has rich experience and skills.	
	Q16	By watching e-commerce live streaming, I can obtain more effective product information.	

Table 1 Measures and Literature sources (cont.)

Variable	Code	Measurement Item	Source
Perceived Consumer Value	Q17	Watching live streaming makes me feel happy (emotional).	Zhong Hongyang (2023), Zhang Mengrong (2023), He Jianglin (2023)
	Q18	Watching e-commerce live streaming can relax my mood and relieve stress.	
	Q19	The introduction and demonstration of agricultural products by the host in the live-streaming session make me feel excited.	
	Q20	I believe that the quality of specialty agricultural products sold in the live-streaming session is reliable and trustworthy.	
	Q21	Purchasing agricultural products from the live-streaming session makes me feel recognized by others.	
Perceived Consumer Risk	Q22	It is not easy to choose a live-streaming session with guaranteed quality and service for product purchase.	Zhou Zixuan (2024), Chang Yongjia (2022)
	Q23	I have doubts about the quality of agricultural products in the live-streaming session.	
	Q24	I worry that the quality of agricultural products purchased in the live-streaming session may be poor and not guaranteed in functionality.	
	Q25	I am concerned that the merchant may not be honest when purchasing agricultural products in the live-streaming session.	
	Q26	I worry about possibly buying counterfeit or inferior agricultural products in the live-streaming session.	

Table 1 Measures and Literature sources (cont.)

Variable	Code	Measurement Item	Source
Purchase Intention	Q27	If I have a purchase need, I am willing to buy in the live-streaming session.	Zhong Hongyang (2023), He Jianglin (2023), Xie Weihuan (2024)
	Q28	I tend to purchase products or services from e-commerce live-streaming sessions.	
	Q29	I am willing to consider purchasing agricultural products while watching live streaming.	
	Q30	The host's introduction and demonstration of agricultural products in the live-streaming session significantly influenced my purchase intention.	
	Q31	I will prioritize purchasing agricultural products from the supporting farmers' live-streaming session in the future.	

4. Data Analysis and Model Testing

4.1 Reliability Analysis

Table 2 Reliability Analysis Table

Variable Name	Cronbach's Alpha	Number of Items
Regional Agricultural Product Value	0.893	6
Live Streaming Scenario	0.868	5
Merchant Service Quality	0.864	5
Consumer Perceived Value	0.889	5
Consumer Perceived Risk	0.880	5
Purchase Intention	0.892	5
Overall	0.975	31

The reliability test results of the sample in this study are shown in Table 2. The Cronbach's Alpha values for each variable are all greater than 0.8, and the overall Cronbach's Alpha is 0.975, indicating that the scale has good stability and consistency.

4.2 Validity Analysis

Table 3 Validity Analysis Table

KMO and Bartlett's Test		
KMO Measure of Sampling Adequacy		0.974
Bartlett's Test of Sphericity	Approx. Chi-Square	5624.967
	Degrees of Freedom	465.000
	Significance	0.000

As shown in Table 3, the overall KMO value of the designed survey scale is 0.974, which far exceeds the minimum standard of 0.5, and the significance level is very significant. These results indicate that there is a strong correlation between the variables designed in this study, making factor analysis highly suitable for this situation.

4.3 Correlation Analysis

Table 4 Correlation Analysis Table

	Regional Agricultural Product Value	**Live Streaming Scenario**	**Merchant Service Quality**	**Consumer Perceived Value**	**Consumer Perceived Risk**	**Purchase Intention**
Regional Agricultural Product Value	1					
Live Streaming Scenario	0.894**	1				
Merchant Service Quality	0.878**	0.887**	1			
Consumer Perceived Value	0.865**	0.845**	0.853**	1		
Consumer Perceived Risk	-0.728**	-0.732**	-0.736**	-0.708**	1	
Purchase Intention	0.868**	0.866**	0.855**	0.868**	-0.759**	1

* indicates P<0.05, ** indicates P<0.01, *** indicates P<0.001

Based on the results in Table 4,The correlation coefficients are all less than 0.01., indicating significant correlations between regional agricultural product value, live streaming scenario, merchant service quality, consumer perceived value, consumer perceived risk, and purchase intention. This allows for further analysis.

4.4 Regression Analysis

Table 5 Regression Analysis Table

Model	Variable Name	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
1	Regional Agricultural Product Value	0.948	0.036	0.865	26.092	0.000
2	Live Streaming Scenario	0.895	0.037	0.845	24.006	0.000
3	Merchant Service Quality	0.918	0.037	0.853	24.803	0.000
4	Regional Agricultural Product Value	-0.803	0.05	-0.728	-16.111	0.000
5	Live Streaming Scenario	-0.78	0.048	-0.732	-16.317	0.000
6	Merchant Service Quality	-0.797	0.048	-0.736	-16.503	0.000
7	Consumer Perceived Value	0.846	0.032	0.868	26.492	0.000
8	Consumer Perceived Risk	-0.736	0.042	-0.759	-17.679	0.000
9	Regional Agricultural Product Value	0.929	0.035	0.868	26.561	0.000
10	Live Streaming Scenario	0.894	0.034	0.866	26.237	0.000
11	Merchant Service Quality	0.898	0.036	0.855	25.054	0.000

Using SPSS26.0, further regression analysis was conducted for each pair of the six variables under study. The results are shown in Table 4. The results indicate that the standardized regression coefficients of regional agricultural product value, live streaming scenario, and merchant service quality are 0.865, 0.845, and 0.853, respectively, and Sig. is less than 0.05. This means that they all have a significant positive impact on consumer perceived value, confirming hypotheses H1, H2, and H3.For consumer perceived risk, the standardized regression coefficients of regional agricultural product value, live streaming scenario, and merchant service quality are -0.728, -0.732, and -0.736, respectively, and Sig. is less than 0.05, indicating that hypotheses H4, H5, and H6 are confirmed. The standardized regression coefficients for consumer perceived value and perceived risk are 0.868 and -0.759, respectively, and Sig. is less than 0.05, indicating that hypotheses H7 and H8 are confirmed.The standardized regression coefficients for regional agricultural product value, live streaming scenario, and merchant service quality on purchase intention are 0.868, 0.866, and 0.855, respectively, and Sig. is less than 0.05, further proving that these three factors have a significant positive impact on purchase intention, thus confirming hypotheses H9, H10, and H11.

4.5 Mediation Effect Analysis

In this study, SPSS26.0 was used to analyze the relevant data using stepwise regression method. The mediation effect test model follows the path shown in Figure 2. When X has a significant impact on Y, X also has a significant impact on M, and M also has a significant impact on Y, if the direct effect of X on Y is weakened after adding M (i.e., C is greater than C' and this difference is significant), we can say that M plays a partial mediating role in the impact of X on Y. In other words, the influence of X on Y is partially transmitted through M.

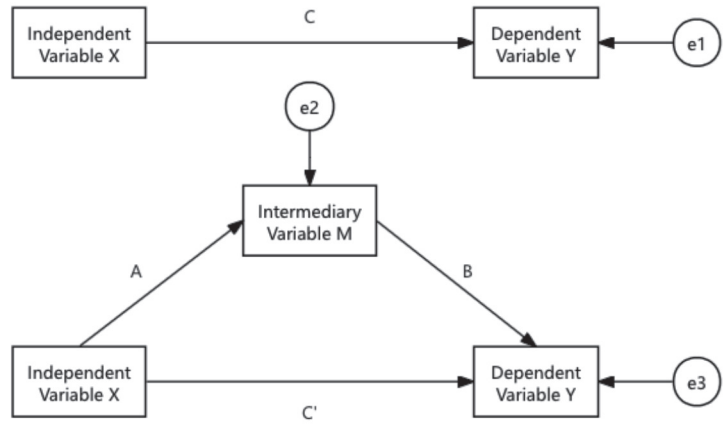

Figure 2 Mediation Effect Model

(1) Mediation Role of Consumer Perceived Value between Independent and Dependent Variables

Table 6 Analysis of the Mediation Effect of Consumer Perceived Value

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
1	Regional Agricultural Product Value	0.948	0.036	0.868	26.092	0.000
2	Regional Agricultural Product Value	0.5	0.062	0.468	8.124	0.000
	Consumer Perceived Value	0.452	0.056	0.464	8.053	0.000
3	Live Streaming Scenario	0.895	0.037	0.866	24.006	0.000
4	Live Streaming Scenario	0.478	0.055	0.463	8.683	0.000
	Consumer Perceived Value	0.465	0.052	0.476	8.937	0.000
5	Merchant Service Quality	0.918	0.037	0.855	24.803	0.000
6	Merchant Service Quality	0.444	0.059	0.423	7.498	0.000
	Consumer Perceived Value	0.495	0.055	0.507	8.993	0.000

In the previous regression analysis, the conditions required for mediation analysis were satisfied, as shown in Table 6. Model 1 includes only regional agricultural product value as the independent variable, while Model 2 incorporates the mediating variable, consumer perceived value. The results show that the β coefficient decreases from 0.868*** to 0.468*** after including the mediating variable. Although the effect remains significant, the degree of influence is significantly reduced, thereby validating hypothesis H12.Model 3 includes only the live streaming scenario as the independent variable, while Model 4 incorporates the mediating variable, consumer perceived value. The results show that the β coefficient decreases from 0.866*** to 0.463*** after including the mediating variable. Therefore, hypothesis H13 is confirmed.Model 5 includes only merchant service quality as the independent variable, while Model 6 incorporates the mediating variable, consumer perceived value. The results show that the β coefficient decreases from 0.855*** to 0.423*** after including the mediating variable. Therefore, hypothesis H14 is validated.

(2) Mediation Role of Consumer Perceived Risk between Independent and Dependent Variables

Table 7 Analysis of the Mediation Effect of Consumer Perceived Risk

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Standard Error	Beta		
7	Regional Agricultural Product Value	0.929	0.035	0.868	26.561	0.000
8	Regional Agricultural Product Value	0.719	0.047	0.672	15.151	0.000
	Consumer Perceived Risk	-0.261	0.043	-0.27	-6.078	0.000
9	Live Streaming Scenario	0.894	0.034	0.866	26.237	0.000
10	Live Streaming Scenario	0.69	0.047	0.668	14.79	0.000
	Consumer Perceived Risk	-0.261	0.044	-0.269	-5.96	0.000
11	Merchant Service Quality	0.898	0.036	0.855	25.054	0.000
12	Merchant Service Quality	0.68	0.049	0.648	13.78	0.000
	Consumer Perceived Risk	-0.273	0.046	-0.282	-5.998	0.000

In the previous regression analysis, the conditions required for mediation analysis were satisfied, as shown in Table 7. Model 7 includes only regional agricultural product value as the independent variable, while Model 8 incorporates the mediating variable, consumer perceived risk. The results show that the β coefficient decreases from 0.855 to 0.672 after including the mediating variable. Although the effect remains significant, the degree of influence is significantly reduced. Therefore, hypothesis H15 is confirmed.Model 9 includes only the live streaming scenario as the independent variable, while Model 10 incorporates the mediating variable, consumer perceived risk. The results show that the β coefficient decreases from 0.866 to 0.668 after including the mediating variable. Therefore, hypothesis H16 is confirmed.Model 11 includes only merchant service quality as the independent

variable, while Model 12 incorporates the mediating variable, consumer perceived risk. The results show that the β coefficient decreases from 0.855 to 0.648 after including the mediating variable. Therefore, hypothesis H17 is confirmed.

5. Research Results and Discussion

This study, through empirical analysis, verifies the significant impact of live-streaming interactivity, the value of specialty agricultural products, and merchant service quality on consumers' perceived value and purchase intentions. Additionally, perceived risk plays a mediating role in the consumer decision-making process, particularly when evaluating the authenticity and quality of live-streamed products. The study emphasizes the role of e-commerce live streaming in promoting agricultural product sales, especially by increasing consumer purchase intentions through improving live-streaming quality and host professionalism. The findings indicate that optimizing live-stream content and providing a high-quality interactive experience can significantly enhance consumers' perceived value of products, thereby driving sales growth. This offers valuable marketing strategy guidance for agricultural e-commerce in a highly competitive market environment.Compared to previous research, this study finds that most studies have focused on the general functions of e-commerce platforms and consumer behavior, with insufficient exploration of the unique interactivity and immediacy factors inherent in live streaming. This study fills that gap by providing new perspectives and insights through a detailed analysis of how specific interactions within live-streaming scenarios affect consumer behavior.However, a major limitation of this study is that the sample is primarily drawn from a specific region, which may not fully represent consumer behavior in other cultural and geographic contexts. Additionally, the study relies mainly on quantitative data, which may not fully capture the depth of consumer subjective experiences and perceptions. These limitations could affect the generalizability and applicability of the research findings. Given these limitations, future research should consider using samples from more diverse geographic and cultural backgrounds to enhance the universal applicability of the findings.

6. Recommendations

(1) Strengthening Regulation of Platforms and Live Streaming Rooms

To ensure the legality and authenticity of live-stream content, the government should revise and update relevant regulations and clearly define operational standards. E-commerce platforms need to enhance identity verification and authentication of hosts and merchants and establish a credit rating system. The government should cooperate with platforms to jointly regulate live streaming activities, take measures such as issuing warnings and banning accounts for violations, and establish a complaint and reporting mechanism. Furthermore, it is essential to encourage collaboration among the government, platforms, and farmer organizations in formulating and implementing regulatory measures to ensure that the interests of all parties are fully considered.

(2) Enhancing the Popularity of Agricultural E-commerce Live Streaming

To address the insufficient popularity of live streaming for specialty agricultural products, the following measures should be taken: strengthen live streaming skills training for farmers and agricultural enterprises, establish dedicated agricultural product live streaming platforms to lower the participation threshold, and improve quality control and brand building to ensure product quality and enhance consumer trust. Through technological integration, such as using augmented reality (AR) technology to provide a more interactive viewing experience, or utilizing big data analytics to optimize content delivery strategies, the attractiveness and efficiency of live streaming platforms can be effectively enhanced.

(3) Improving the E-commerce Logistics System

To solve e-commerce logistics issues, cooperation among the government, enterprises, and society is necessary. This includes conducting research, planning, and strengthening logistics infrastructure construction and optimizing network efficiency. Improving cold chain facilities and training relevant personnel can enhance service quality. The government should strengthen regulation to ensure industry compliance and enhance logistics efficiency and service quality through technological upgrades

such as the use of the Internet of Things (IoT) tracking systems. Additionally, the government should encourage the private sector to develop innovative logistics solutions to support the efficient transfer of agricultural products from farm to table.

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