

RESEARCH ON PURCHASING INTENTION OF GREEN AGRICULTURAL PRODUCTS OF YUNNAN BASED ON SOR THEORY UNDER LIVE STREAMING COMMERCE

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ABSTRACT

This study investigates the dynamics of consumers' purchase intentions for Yunnan's green agricultural products within the context of live-streaming commerce platforms. Drawing upon the Stimulus-Organism-Response (SOR) theory, one key dimension—Brand experience is examined, with external stimuli further categorized into products experience and social experience. Integrating the theory of perceived value is introduced as mediating variable to formulate a comprehensive model of consumers' purchasing intentions under live streaming situations. This research utilized mixed research methods combining quantitative and qualitative methods. Research paper that has constructed a model of relationship among Brand experience, perceived value, purchase intention. At the same time, the mediating role of perceived value and purchase intention is analyzed. This research provides valuable insights into enhancing consumers' trust and increasing perceived value in live broadcasting scenarios, thereby facilitating the promotion and marketing of Yunnan's green agricultural products.

Keywords: Living Streaming Commerce, Brand Experience, Perceived Value, Purchase Intention

INTRODUCTION

With the rapid development of the Internet and information technology, live streaming e-commerce has gradually become one of the primary business models in electronic commerce. Agricultural products, as a category with unique attributes, are subject to certain limitations due to their growth environment and conditions. Yunnan, located in the southwestern region of China, is relatively remote geographically. However, owing to its distinctive geographical environment, Yunnan boasts rich and high-quality biological diversity, resulting in the production of various agricultural products such as coffee, flowers, and medicinal herbs. It is challenging to sell these agricultural products using traditional e-commerce models. Therefore, farmers have adopted the form of live streaming e-commerce to sell agricultural

products, bridging the gap between rural agricultural production and urban consumption, thereby promoting economic circulation and interaction between urban and rural areas. According to relevant data, in 2022, there were 5.732 million rural live streaming e-commerce businesses in China, with the total online retail sales of agricultural products reaching 531.33 billion yuan. In recent years, with the implementation of the national rural revitalization strategy and the continuous development of the digital economy, agricultural product live streaming has shown a rapid development trend. Compared with traditional sales methods, e-commerce live streaming broadens the sales channels for agricultural products, helping to sell agricultural products to more distant areas and solving the problem of agricultural product oversupply. E-commerce live streaming contributes to increasing farmers' income and promoting agricultural economic development, playing an important role in accelerating rural modernization and revitalization. Therefore, researching consumer behavior in the context of agricultural product live streaming has become a focal point for many scholars.

E-commerce live streaming contributes to increasing farmers' income and promoting agricultural economic development. It provides consumers with a platform for extensive research on e-commerce purchasing behavior, which in turn accelerates rural modernization and revitalization. Currently, scholars primarily focus on the impact of live streaming content, hosts, or formats on consumer purchasing behavior when studying live shopping modes. There is less consideration given to specific product categories in live streaming contexts. In this study, the Stimulus-Organism-Response (SOR) theory is introduced to further investigate the influence of brand experience and product stimuli on consumers' internal perceptions and purchase intentions. In-depth research on fresh agricultural products through live streaming not only facilitates consumers in making informed purchases but also significantly contributes to expanding the sales channels for fresh agricultural products and promoting the marketing of unsold agricultural products.

OBJECTIVE

To further investigate the influence of brand experience and product stimuli on consumers' internal perceptions and purchase intentions, the Stimulus-Organism-Response (SOR) theory is introduced in this study.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Live steaming commerce

Live streaming commerce integrates real-time video broadcasting with e-commerce, fostering direct interaction between sellers and consumers. Leveraging social media and influencer marketing, it offers engaging, cost-effective marketing channels. Consumers benefit from convenience, entertainment, and personalized interactions, shaping a dynamic future for online retail.

Live streaming of agricultural products differs from traditional live streaming in its focus on showcasing and selling agricultural products in real-time. Unlike traditional live streaming, which may cover various topics or activities, agricultural product live streaming centers specifically on promoting

agricultural goods, offering viewers an interactive platform to learn about and purchase fresh produce directly from farmers or producers.

Green agricultural products are defined as ecologically sustainable, safe, high-quality, and high-efficiency agricultural products with distinctive characteristics, cultivated through specific methods to ensure environmental preservation and consumer well-being. Yunnan's green agricultural products are ideally suited for online live streaming sales due to their unique characteristics and high quality. The visually appealing and environmentally friendly nature of these products, coupled with the immersive and interactive experience offered by live streaming platforms, make them highly attractive to consumers seeking fresh and sustainably sourced goods.

SOR Theory

The SOR theory is frequently employed to elucidate consumer purchasing behavior. This study suggests that within the SOR framework, viewers of live broadcasts featuring fresh agricultural products are subjected to external stimuli (S) in the form of social presence and product stimulation. These stimuli give rise to consumers' internal perceptions, which is perceived value (O). Ultimately, purchasing intention, serving as the purchasing motivation (R), is shaped by the interplay between these internal and external stimuli. Additionally, Kang et al.'s research findings demonstrate that interactivity dynamically influences consumer engagement behavior in live-streaming e-commerce. In summary, the Stimulus-Organism-Response (SOR) model serves as a comprehensive framework elucidating how environmental cues in e-commerce stimulate consumers' cognitive and emotional responses, subsequently influencing their behavioral reactions. Gil and Jacob (2018) employed the SOR framework to investigate the mediating effect of green satisfaction and trust on purchase intention.

Perceived Value

Perceived value, as defined by Zeithaml (1988), is consumers' overall assessment of products and services based on what they receive and pay. It's a key predictor of purchase behavior. For example, Childers et al (2001). show that both hedonic and utilitarian values boost engagement in retail shopping. In live-streaming commerce, Gao et al (2021). confirm that perceived value directly impacts purchase intention.

According to Sheth et al. (1991) delved deeper into customer perceived value, introducing the comprehensive concept of consumer value. They proposed that from an overarching perspective, customer perceived value can be segmented into various dimensions, including social, emotional, functional, cognitive, and situational value. Yang Xiaoyan et al. (2006) examined the attributes of green products, using green cosmetics as a case study. They discovered that besides functional, emotional, and social values, the concept of green value emerged as a significant dimension, exerting a notable influence on consumer behavior. Chen and Prompanyo (2021) explored the influence of perceived value on consumer purchasing behavior, highlighting it as the primary determinant. Perceived value encompasses functional, perceived cost, and image values, directly impacting consumer buying decision. Ahmed and Zhang (2020) investigated the effects of service quality and consumer's green perceptions on purchase behavior [18]. Dong et al (2022). examined the impact of live stream quality on green trust, subsequently influencing purchase intentions for green agricultural products.

Brand experience

Brand experience encompasses the entirety of consumer interactions and perceptions associated with a brand. It goes beyond just the product or service itself to include every touchpoint and encounter a consumer has with the brand, whether it's through advertising, customer service, or the actual usage of the product.

In the context of live streaming commerce, brand experience plays a crucial role in shaping consumers' perceptions and behaviors. Live streaming offers a unique opportunity for brands to create immersive and interactive experiences that resonate with consumers on a deeper level. Through live broadcasts, brands can showcase their products in action, provide demonstrations, and engage directly with viewers in real-time.

Brand experience is pivotal in live streaming commerce, shaping consumer perceptions and purchasing decisions. Engaging experiences enable brands to forge deeper connections and boost sales.

In live streaming commerce, brand experience is multifaceted, which is the process and outcome of consumers' interaction with a brand, which includes four aspects: sensory, affective, intellectual, and behavioral. In addition to the four dimensions, brand experience can also include two dimensions of relational and external. The relational dimension reflects the interaction and connection between consumers and the brand, and whether the brand can meet the consumers' social needs and sense of belonging. The external dimension reflects the consumers' perception of the brand's external environment and social impact, including the brand's sustainability, social responsibility, and public welfare activities. These two dimensions can enhance the consumers' trust and identification with the brand, thereby increasing the brand's loyalty and word-of-mouth.

Together, these dimensions of brand experience shape consumer perceptions, attitudes, and purchasing decisions in the dynamic landscape of live streaming commerce.

Purchase Intention

Purchase intention refers to the likelihood of consumers making a purchase decision based on subjective evaluations of products within a certain income bracket. It represents the subjective probability of consumers buying a specific product or brand and precedes the actual behavior outcome. Purchase intention falls under the category of consumer behavior intention and serves as a crucial predictor of consumer behavior. Continuous purchase intention denotes that social e-commerce consumers remain engaged in interactive and entertaining experiences, driving them to continue shopping to maintain this immersive state. Consumers typically weigh various factors before making purchasing decisions, necessitating enterprises to ensure thorough user understanding and product approval to instill a strong desire to buy. While consumers may not initially harbor strong purchase intentions on social media, exposure to relevant content or interactions can stimulate such intentions.

While consumers may not initially harbor strong Additionally, Pandey et al. propose a purchase intention relationship model to assess Indian consumers' purchase intentions for organic food.

Development of Hypothesis

Based on a review of literature and related research, the significance of variables can be summarized as follows: The independent variable was found to measure the level of Brand experience there are 2 indicators: social experience and products experience, that leads to studying the level of innovation from all 2 measures. The mediating variable was found to measure the level of perceived value. There are 2 indicators: 1. Healthy value 2. Social value that leads to studying the level of perceived value from all 2 measures. In summary, In the live streaming of Yunnan green agricultural products, consumers are stimulated by both social experience and products experience stimulation, and generate internal body reactions of perceived value, thus making behavioral expression of purchase intention. The hypothesis development is as follows:

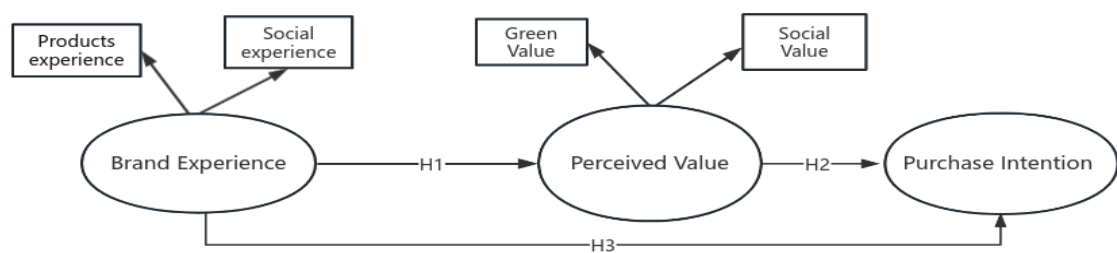
Hypothesis 1: Brand experience positively influence Perceived value.

Hypothesis 2: Perceived value positively influences Purchase intention.

Hypothesis 3: Brand experience positively influences Purchase intention.

The proposed model and hypotheses are presented in Figure 1.

Figur1.The proposed model and hypotheses



METHODOLOGY

Research Approach: Quantitative and Qualitative Mixed

This study employs a mixed research approach, combining quantitative and qualitative methodologies. Quantitative research involves data collection through questionnaires focusing on the independent variables of brand experience, the mediating variable of perceived value, and the dependent variable of purchase intention. The collected data will be analyzed using Structural Equation Modeling (SEM) and statistical data analysis techniques.

CONCLUSION

This empirical research paper pioneers a model to elucidate the relationship among brand experience, perceived value, and purchase intention in the context of live streaming sales of Yunnan's green agricultural products. Additionally, it examines the mediating role of brand experience and purchase intention. This study offers a theoretical framework to understand the surge of small businesses and provides empirical evidence of the driving factors behind their popularity. Moreover, it sheds light

on how enhancing marketing strategies can influence strategic decisions, thereby contributing to poverty alleviation and the promotion of Yunnan's green agricultural products.

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