

The Influence of Live Streaming on Unique Agricultural Product Sales on Sichuan Consumer Purchase Intention

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Abstract: With the development of the Internet economy and the arrival of the new retail era, the post-pandemic business model of live streaming received more attention at different levels. Its impact on economic development would have far exceeded its role as a promotional activity guiding sales. Under the concept of promoting the strategic development of “dual circulation,” studying the characteristics, challenges, and development trends of live streaming in the new era would help the integrated development of Sichuan e-commerce.

Keywords: Live streaming; Unique Agricultural Product; Customer Purchase Intention

1. Introduction

The number of Chinese Internet users has reached 940 million, including 285 million rural Internet users. Live broadcast users in China reached 562 million, accounting for 59.8% of Internet users. In the next ten years, technological progress and 5G network applications will play a vital role in rural revitalization to increase the sales of agricultural products on live broadcast platforms. With the widespread popularity of mobile networks and smartphones in China, live broadcast sales have shown explosive growth and become a popular way of shopping. The COVID-19 outbreak has further promoted the development of live sales to a certain extent and has also injected new vitality into agricultural product sales. In the first quarter of 2020, the pandemic has significantly impacted many domestic industries. To attract customers in a fiercely competitive environment, the promotion methods of live sales are constantly innovating. With the support of online payment and smartphones, random reward promotions have become more common and technically easier to obtain. Sichuan Province is a relatively developed province in western China.

2. Theoretical Basis

2.1 Studies on the live streaming operation model and consumer Purchase

In the context of live broadcasts, information motivation motivates consumers to watch live broadcasts and participate in live broadcast shopping (Zhao: et al. 2015)^[1]. Uncertainty in shopping has been identified as a significant obstacle to e-commerce success. The live-streaming e-commerce literature shows that the multi-sensory cues enhance the authenticity of information and satisfy consumers' demand for product information. In addition, the live chat feature allows viewers to ask questions anytime during the live broadcast.

2.2 Studies on live streaming quality and consumer purchases

The anchor acts as a salesperson during the live broadcast and statements the product or service. Therefore, the persuasiveness of such messages is considered in this study as the quality of the argument. Retail scholars have proposed that salespeople's task competencies related to their product knowledge, including delivering appropriate core information and services, can reduce consumer uncertainty (Lee. 2021)^[2].

2.3 Studies on media richness and consumer purchase

The media richness theory argues that the function of communication media determines their ability to convey information. In other words, richer media can obtain more information (Zafar: et al. 2019)^[3], and media richness is the magnitude of this related information, emphasizing the development of the ability to share meaning.

3. Understanding the Influence of Live Streaming for Unique Agricultural Product Sales on Sichuan Consumer Purchase Intention

3.1 Live Streaming Marketing

Live broadcast marketing refers to the marketing method of producing and broadcasting programs simultaneously with the occurrence and development of the event. This marketing activity uses the live broadcast platform as the carrier to improve the brand or increase the sales volume of the enterprise. Liu (2020)^[4] research pointed out that the quality of service and information in live shopping is the key to business success.

3.2 Consumer Behavior

In a narrow sense, consumer behavior only refers to the purchase behavior of consumers and the actual consumption of consumer materials. In a broad sense: the various actions consumers take to obtain, use, and dispose of consumer goods, the decision-making process that precedes and determines these actions, and even a series of complex processes, including the acquisition of consumption income. Consumer behavior is dynamic, involving the interaction of perception, cognition, behavior, environmental factors, and the transaction process (Sun 2021)^[5].

3.3 Customer purchase decision-making model

Traditional forms of consumer buying decision model 1. Problem identification: The buying process begins with a consumer's perceived problem or need. When consumers want to buy certain products, they feel the difference between reality and desire, and consumers then create and activate the decision-making process. 2. Information Search: Once a need has been identified, consumers look for information related to the product they need. Information can be obtained through human memory (internal) and the environment (external). 3. Validation of alternatives: After obtaining the information, consumers evaluate alternatives to meet these needs. 4. Purchasing Decisions: Consumers who have opted for alternatives usually buy the product they like the most, leading to a purchasing decision. 5. Post-purchase behavior: A consumer's subsequent purchase behavior is influenced mainly by the consumer's level of satisfaction with the purchased product (Harahap; & Amanah. 2018)^[6].

4. The Conceptual Framework for the Research Study

First Theoretical significance and value – combining the influencing factors of the live streaming platform in promoting unique farming products to increase consumer consumption. The use of marketing mix in live streaming will also be important in making better measures in building the promotional strategy for consumer awareness and increase of perceived values.

Second Practical significance - combines the literature research method, quantitative analysis method, and the type of live streaming platform operation for promoting unique farming products through questionnaire survey method, focusing on the consumers in the Sichuan area as the research object, it analyzes the influence of consumers' farm product buying psychology through online platform. Combined with SPSS 23.0 statistical analysis software, examine the reliability and validity of the questionnaire data, demographic statistics, descriptive statistics, correlation test, etc., and then get the corresponding conclusions and put forward corresponding suggestions and enlightenment, which has practical significance.

5. The Countermeasures for Influence of Live Streaming for Unique Agricultural Product Sales on Sichuan Consumer Purchase Intention

5.1 Live streaming

Live streaming is an online streaming media that is recorded and played in real-time simultaneously, and it is often referred to simply as streaming media. Still, this acronym is ambiguous because "streaming media" may refer to any media that can be transmitted and played simultaneously without downloading the file completely.

5.2 Unique agricultural product

Those are the wide range of fruits, vegetables, flowers, spices, tuber and nut crops, medicinal & aromatic crops. It has been proved to be used as a predictor of consumer behavior as an essential indicator.

5.3 Live broadcast operation model

Live broadcast intelligent operations mean applying a strategic approach to advance the operating model of the live broadcast. It's about transforming the business through technology, processes, and people.

6. Conclusion

The changing character of live media with commodities: transforming and connecting the relationship between "people, commodities, and disciplines." Expand the boundaries of content and services to create new social retail. Content production is the main advantage of mainstream media. As a new e-commerce marketing model, live broadcast with goods has strong interaction in the consumption process, which is lacking in traditional e-commerce. It reflects the network social business. Value can promote the effective activation of mainstream media resources, expand the boundaries of content and services, and create new retail. The homogenization of online e-commerce and the overemphasis on entertainment is very serious, which cannot meet users' demand for high-quality content and information, which is the advantage of traditional media.

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