

The Influence of E-Commerce Live-Streaming Platforms on the Purchase Intention of Traditional Food Products among Sichuan Consumers

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Abstract

Traditional foods are culinary delights prepared and enjoyed for generations. These dishes have stood the test of time and have become an integral part of the cultural heritage of local communities. They often involve using unique ingredients, cooking methods, and spices specific to the region or country of origin. By preserving endangered and exotic foods, markets can offer consumers the opportunity to experience new and exciting flavors. This attracts adventurous eaters and helps promote the conservation of rare and valuable food sources. Furthermore, traditional foods are often nutrient-rich, providing a healthy and sustainable source of nourishment. Merchants and operators should remember that customers' buying decisions are not solely based on the perceived value of a product or service. They should also be aware that live e-commerce is an emerging technology trend that can provide unique food-purchasing experiences and increase customer engagement. The number of respondents for this study was 392. The results of this study show that purchase intention for traditional food products would be impacted by their emotional, social, and self-satisfaction value.

Keywords : *E-Commerce Live-Streaming Platforms, Purchase Intention, Traditional Food Products*

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INTRODUCTION

Traditional food faces various challenges. These challenges include ensuring safety, preservation, nutrition, sensorial aspects, well-being, environmental impact, and future possibilities. The new generation will take food safety, nutrition, and environmental impact as the measurement for food consumption, and most traditional foods may not be able to cope with the demand in current markets. A practical way to preserve traditional food products from a cultural, economic, and social standpoint will need a good promotion tool (Xiang et al., 2016). In China, live-streaming e-commerce has also been adopted by leading e-commerce platforms such as Taobao and JD.com and content-sharing platforms such as Douyin and Kuaishou, creating an industry worth more than 1.2 trillion yuan (Sun et al., 2020). Live e-commerce integrates the online shopping process into the live broadcast scene. It combines three notable features: video content, real-time communication, and consumption (Chen & Lin., 2018). The products displayed in live broadcasts are more vivid and real than traditional text or picture promotion campaigns. Viewers can look closer at the product and hear the host explain how it works, feels, or smells. Users can also get a direct impression by watching how a product looks or works on a streamer. In addition, live e-commerce also has real-time communication functions. Users can ask questions or requests, and the anchor will respond immediately (Hyun & Li., 2020).

This study examines the purchase intention of traditional food products in Sichuan on e-commerce live-streaming platforms:

1. This study aims to investigate the factors that influence the purchase intention of Sichuan consumers for traditional food products on e-commerce live-streaming platforms. Specifically, we will examine the impact of economic, social, and self-satisfaction values on consumers' purchase intention.
2. Additionally, we aim to develop effective marketing strategies for e-commerce live-streaming platforms to enhance consumers' value perception in purchasing traditional food products. This will be achieved through the recommendations of the platform's anchors, which will be evaluated for feasibility.

The study will focus on three independent variables: emotional value, social value, and self-satisfaction value, and their impact on consumers' purchase intention for traditional food products.

THEORITICAL FOUNDATION

Customer Satisfaction (CS)

Customer satisfaction is determined by comparing what the buyer expects from the product or service with the actual condition they perceive. The buyer feels dissatisfied if the product's condition is not as good as expected. If the exact condition is exactly as expected, the buyer feels satisfied. However, the buyer feels delighted if the condition exceeds expectations (Vedadi et al., 2013). Scholars mainly understand customer satisfaction through the "expectation- difference" paradigm, meaning that customer expectations serve as a reference point for evaluating products and services. Customer satisfaction is a subjective feeling that describes the extent to which a customer's expectations for a particular purchase are met. According to Oliver & Linda (1981), customer satisfaction is "a psychological and emotional state that occurs when the customer's expectations based on their consumption experience are consistent with their experience." Westbrook & Reily (1983) believed that customer satisfaction is emotional response that accompanies or is accompanied by product display and overall shopping during the purchase process. "Produced by the psychological impact of the environment on consumers." Philip Kotter defines customer satisfaction as a person's pleasure or disappointment formed by comparing the perceived effects (or results) of a product with their expectations. The consumer satisfaction theory has substantial implications for this study because traditional food products need to enhance their value to fulfill consumer acceptance.

Expectation Confirmation Theory (ECT)

According to expectancy confirmation theory, people's expectations of others can influence their behavior towards them. When someone anticipates a specific behavior from another person, they are more likely to behave in a way that confirms this expectation. For example, if a customer expects good service from a restaurant server and the server provides excellent service, they will likely feel satisfied and meet their expectations (Yang & Jin., 2022). On the other hand, if the server fails to meet the customer's expectations, the customer may feel disappointed and unsatisfied. Expectancy confirmation theory is used in marketing to improve customer satisfaction and loyalty. Companies often use advertising and marketing to shape consumers' expectations for their products. Customers who purchase and use the products are more likely to feel satisfied and remain loyal to the company if they meet or exceed their expectations (Ma, 2015)

Affordance Theory (AT)

The object's actual and perceptual attributes determine how individuals use the object. Information technology affordances refer to the possibility that information technology provides targeted actions for specific user groups (Markus & Silver., 2008). Information technology affordances mainly focus on the Internet, social media, and social commerce. Internet technology

affordances refer to the “action possibilities and opportunities generated by Internet participants.” Internet technology affordances include accessibility, information retrieval, editability, and association (Chan et al., 2019). Social media affordances refer to the potential of social media to enable user interaction. Social media includes four types of affordances: persistence, visibility, editability, and association (Treem & Leonardi, 2013). Cognitive affordances refer to the possibility of e-commerce live streaming to assist consumers in purchasing decisions, including guidance shopping and meta-voicing (Li, 2019). Guidance shopping affordance refers to the personalized shopping guide service provided by streamers. Traditional food products can utilize the elements of affordance in social media to promote different consumer groups with related strategies.

Terms

1. Purchase intention refers to a consumer's desire or willingness to buy a product. This intention is influenced by various factors, such as self-esteem, hedonic and utilitarian motivations, environmental knowledge, perceived value, price, product appearance, attitude, subjective norm, and perceived behavioral control. When it comes to traditional food product purchases, they can be delivered directly from the origin or transit warehouse. This eliminates intermediate links and provides advantages in terms of price and timeliness. It also enhances consumer satisfaction (Gao et al., 2018).
2. The impact of emotional value on purchase intention is significant. Consumers' emotional experiences and identification have an essential impact on their purchasing decisions. Emotional value affects consumers' purchase intentions, brand loyalty, and purchasing decisions (Zhou & Tong., 2022). For example, time-honored or traditional brands have formed an inherent nostalgic emotion in the hearts of consumers due to their profound historical and cultural heritage, which makes consumers susceptible to the influence of this emotion when choosing to purchase. Nostalgic emotions can enhance consumers' trust in brands, increase their price sensitivity to their products, and encourage consumers to choose still to buy time-honored brands when faced with other competing brands (Kang et al., 2021).
3. The perception of social presence and social value can be crucial in building trust between buyers and sellers, especially for less-known products in the market. The model suggests that each aspect of social presence positively impacts trust in sellers, influencing the buyer's online purchasing behavior. Some studies have demonstrated that social value provides higher utilitarian and hedonic value, with the purchase intent relying more on the hedonic value. Conversely, experienced members tend to emphasize the utilitarian value more. By leveraging social presence and value, sellers can create a sense of community and trust among their buyers, increasing sales and customer loyalty (Wu et al., 2018).
4. Self-satisfaction is a complex concept involving an individual's assessment of their performance and achievements in life, work, or study. It can be defined as an individual's subjective feeling that arises by comparing their situation to their expectations. This satisfaction represents an individual's self-evaluation of their progress and an affirmation of what they have achieved, no matter how small that progress may be. The outward expression of satisfaction manifests emotions, which can be contagious. Self-satisfaction is an individual's subjective evaluation and feeling of their performance and achievements in different aspects of life, and it is influenced by various factors that make it a constantly evolving process. Individuals can improve their self-satisfaction and achieve personal growth and transcendence through regular self-evaluation and self-affirmation (Liu et al., 2013).

HYPOTHESIS

The Impact of Emotional Value on Purchase Intention

Consumers perceive a product's value based on the emotional value they receive from it. This emotional value is determined by what the product supplies and the consumer's perception of what they receive from it (Nguyen et al., 2015). This study examines emotional values in traditional food products, including product selection, safety, and demand awareness. The emotional value a consumer receives is the difference between the total value of the product and the psychological cost of acquiring it (Shin et al., 2021). This means that a product's value for the consumer is the sum of the benefits they expect to gain from it and its ability to satisfy their needs.

H1. Emotional value has no significant effect on Sichuan consumers' purchase intention in traditional food products through e-commerce live-streaming platforms.

The Impact of Social Value on Purchase Intention

"Value perception" can be defined as how consumers compare the quality and results of a particular product or service to the price and other costs associated with acquiring it. On the other hand, "social influence" refers to the impact of a particular group's social identity on their ability to produce socially validated knowledge, share beliefs and preferences, embrace a particular way of thinking, and carry out work considered appropriate and objective (Langley et al., 2012). This study aims to evaluate the social values associated with traditional food products, specifically focusing on factors contributing to sustainability and their impact on the industry.

H2. Social value has no significant effect on Sichuan consumers' purchase intention in traditional food products through e-commerce live-streaming platforms.

The Impact of Self-Satisfaction on Purchase Intention

People have refined their gastronomic preferences as time passes, leading to rising expectations for culinary experiences. In recent times, the younger generations have been straying away from traditional trends and placing greater importance on intangible aspects such as innovation and enjoyment, as opposed to old ways (Martinez-Ruiz et al., 2023). The study aims to delve into and compare the traditional and modern trends regarding self-gratification concerning traditional food products, cultural consciousness, and quality value. The study aims to comprehensively analyze how these trends have evolved and what factors have contributed to their development.

H3. Self-satisfaction value has no significant effect on Sichuan consumers' purchase intention in traditional food products through e-commerce live-streaming platforms.

CONCEPTUAL FRAMEWORK

With the attention to traditional food products in the new generation's debate, the discussion of promotion points to the latest marketing trend of e-commerce live-streaming platforms. In contrast, the new generation's worries will take food safety, nutrition, and environmental impact. In this context, traditional food products should pay close attention to consumer purchase intention through emotional, social, and self-satisfaction values to develop long-term sustainable development of culture and old taste experience.

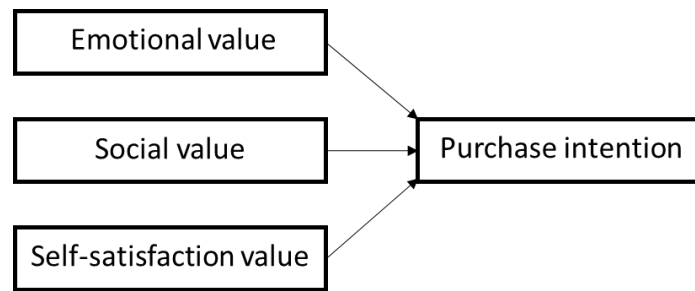


Figure 1. The Conceptual Framework

RESEARCH METHODS

Populations and Sample

This study analyzed a sample of 392 consumers from Sichuan, China, who use e-commerce live-streaming platforms to purchase traditional food products. The sample was collected in January 2024 through the Chinese WeChat Survey Platform.

- This study's minimum research sample size is based on the following formula widely accepted for analysis (Pourhoseingholi et al., 2013).
- The margin of error (confidence interval) - 95%
- Standard deviation 0,5
- 95% - Z Score = 1,96

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

- $(1,96)^2 \times 0,5(0,5) / (0,05)^2$
- $(3,8416 \times 0,25) / 0,0025$
- $0,9604 / 0,0025 = 384$
- 384 respondents would be needed for this study based on a confidence level of 95%

Correlation Analysis

Correlation analysis is commonly used to investigate the degree of correlation between variables. The Pearson correlation coefficient is used to test the correlation. The value of the correlation coefficient, denoted as r , indicates the strength of the correlation between variables, while the P-value indicates the correlation's significance level.

Table 1. Correlation Coefficient Classification

Correlation coefficient r	Degree of relevance
$ r = 1$	Totally correlated
$0.70 \leq r < 0.99$	Highly correlated
$0.40 \leq r < 0.69$	Moderately correlated
$0.10 \leq r < 0.39$	Low correlation
$ r < 0.10$	Weak or unrelated

Regression Analysis

Regression analysis is a statistical tool used to examine the relationship between independent variables and a set of dependent variables. It helps evaluate the strength of relationships between variables and predict future relationships between them. For this study, SPSS 23.0 was used to test the correlation coefficient, determine the coefficient of determination, perform multiple linear regression, and test all the study hypotheses.

RESULT AND DISCUSSION

Correlation Analysis of Emotional Value and Purchase Intention

The correlation coefficient r between emotional value and purchase intention is 0,832, and $P=0,011$ is less than 005. Thus, it shows that emotional value is significantly correlated with purchase intention.

Table 2. Correlation analysis results between emotional value and purchase intention

	Emotional Value
Purchase Intention Sig. (1-tailed)	1
Emotional Value Sig. (2-tailed)	.832* (.011)

The correlation coefficient r between social value and purchase intention is 0,817, and $P=0,018$ is less than 0,05. Thus, it shows that social value is significantly correlated with purchase intention.

Table 3. Correlation analysis results between social value and purchase intention

	Organizational Commitment
Purchase intention Sig. (1-tailed)	1
Social value Sig. (2-tailed)	.817** (.018)

The correlation coefficient r between self-satisfaction value and purchase intention is 0,796, and $P=0,022$ is less than 0,05. Thus, it shows that self-satisfaction value is significantly correlated with purchase intention.

Table 4. Correlation analysis results between self-satisfaction value and purchase intention

	Occupational environment
Purchase intention Sig. (1-tailed)	1
Self-satisfaction value Sig. (2-tailed)	.796* (.022)

Regression analysis of various variables on purchase intention

The model summary: R=0,972, R²=0,955, the adjusted R² is 0,942, and the degree of explanation between emotional value, social value, self-satisfaction value, and purchase intention is 94,2%. The Durbin-Watson test result is 2,003≈2, indicating that the residuals are independent and the model does not have serial correlation problems.

Table 5. Summary of the regression analysis model of constructs and purchase intention

Model	R	R ²	Adjust R Square	Standard estimate error	Durbin-Watson
1	0.972a	0.955	0.942	0.91102	2.003

The results of the single-factor analysis indicate that there are significant differences between the independent and dependent variables. The regression sum of squares is 3329,112, the residual sum is 288,324, and the significance is 0,000, less than the significance level of 0,01. This suggests that emotional value, social value, and self-satisfaction value considerably affect purchase intention.

Table 6. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3329.112	3	5102.278	4438.297**	.000 ^c
1 Residual	288.324	388	0.653		
Total	3617.436d	391			

** p ≤ .01

- a. Dependent variable: Purchase intention
- b. Predictor variables: Emotional value, social value, and self-satisfaction value

Table 7. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,669	1.332		4.282	.022
	Emotional value	.552**	.032	.463	1.338	.005
	Social value	.189*	.028	.203	1.228	.025
	Self-satisfaction value	.332*	.036	.387	2.335	.022

*p≤0.05

- a. Dependent Variable: Purchase intention
- b. Predictor variables: Emotional value, social value, and self-satisfaction value

The regression equation of the multiple linear regression analysis

$$Y = 4,669 + \beta X_1 + \beta X_2 + \beta X_3 + e$$

$$Y = \alpha + 0,552 X_1 + 0,189 X_2 + 0,332 X_3$$

Description:

Y = Purchase Intention

α = Constant

X1 = Emotional Value

X2 = Social Value

X3 = Self-satisfaction value

e = Error

β_1 = First Regression Coefficient Number

β_2 = Second Regression Coefficient Number

β_3 = Third Regression Coefficient Number

The coefficient table shows the emotional value, social value, self-satisfaction value, and purchase intention after adding constants to the inequality. It can be concluded that there is a significant influence between these levels.

Interpretation of Research Results

The following statement discusses the role of consumers in the relationship between emotional value, social value, and self-satisfaction value and the impact of these variables on purchase intention for traditional food sales through e-commerce live-streaming. The aim is to improve food product promotion.

The Impact of Emotional Value on Purchase Intention

The result of testing the first hypothesis indicates that emotional value significantly impacts the purchase intention of traditional food products based on the standard regression coefficient of the economic level is 0,552, $t=1,338$, and the significance level is $0,005 < 0,01$. Therefore, H1 is not established.

H1. Emotional value significantly affects Sichuan consumers' purchase intention in traditional food products through e-commerce live-streaming platforms.

The Effect of Social Value on Purchase Intention

The result of testing the second hypothesis indicates that social value significantly impacts the purchase intention of traditional food products based on the standard regression coefficient of social value, which is 0,189, $t=1,228$, and the significance level is $0,025 < 0,05$. Therefore, H2 is not established.

H2. Social value significantly affects Sichuan consumers' purchase intention in traditional food products through e-commerce live-streaming platforms.

The Effect of Self-Satisfaction Value on Purchase Intention

The result of testing the third hypothesis indicates that self-satisfaction value significantly impacts the purchase intention of traditional food products based on the standard regression coefficient of self-satisfaction value is 0,332, $t=2,335$, and the significance level is $0,022 < 0,05$. Therefore, H3 is not established.

H3. Self-satisfaction value significantly affects Sichuan consumers' purchase intention in traditional food products through e-commerce live-streaming platforms.

CONCLUSIONS

The research study concluded that emotional, social, and self-satisfaction values significantly impact purchase intention for Sichuan consumers in the selection of traditional food products. The results showed that all three influencing variables experienced by consumers proved crucial to developing the market of traditional food products in Sichuan. In this day and age, businesses have the opportunity to explore a vast array of cultural cuisines that can help their business thrive. Traditional and ethnic foods are a great way to attract more attention from consumers who seek to

explore new cuisines and nutrient-rich sources or want to try something new. Moreover, preserving endangered and exotic foods for their cultural significance is important. Traditional food serves as a source of nourishment and plays an essential role in culture. It fosters social connections, reinforces a sense of belonging among individuals within a community, and brings people together through sharing traditional foods. With the advancement of technology, e-commerce live-streaming has become a crucial tool for promoting great conventional food products and reaching a wider audience.

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