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The Mediating Role of Consumer Social Presence and Satisfaction between E-Commerce Live Streaming Characteristics and Repurchase Intention of Agricultural Products

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Abstract

The 21st Century Industry Research Institute released a report on live streaming of agricultural products in China in 2020, in which 41.28% of users expressed dissatisfaction with the agricultural products they purchased. According to previously conducted studies, repeated purchase intention is affected by mediating variables such as satisfaction and information quality. However, there is research on the influence of social presence on consumers repurchase intention. The main idea of this study is to explore the relationship between the e-commerce live-streaming characteristics and the repurchase intention of agricultural products. Sampling population consumers in Guangdong Province, China who have purchased agricultural products. According to the formula of this paper, the number of samples required for this paper is 384. In this investigation, a random sample technique will be used. The structural equation model (SEM) was constructed by Smart PLS 4.0.8 software for the empirical research hypothesis. SPSS 22.0 is used for descriptive statistics, including mean, median, and standard deviation.

Keywords: Social presence, Satisfaction, Live streaming characteristics, Repurchase intention

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Introduction

The China Internet Network Information Center (CNNIC) forecasts that by 2022, there will be 716.27 million live-streaming users in China, with a utilization rate of 68.1 percent. See Figure 1.1 below:

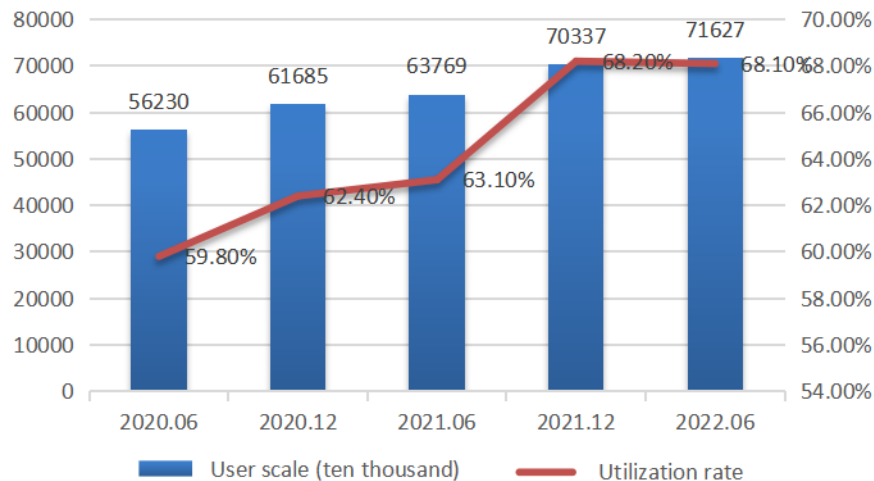


Figure 1.1: 2020.6-2022.6 User scale and Usage Rate of network broadcast

(Data source: China Internet Network Information Center (CNNIC) released the 50th Statistical Report on China's Internet Development in Beijing)

Agricultural products are goods produced in agriculture, such as rice, sorghum, peanuts, corn, wheat, and local specialties of various regions. According to the State, primary agricultural products refer to plants, animals, and their products obtained in agricultural activities, excluding all kinds of processed products. The online retail sales of agricultural products in China are expected to reach 804.5 billion RMB in 2025. Data suggests huge potential for future sales growth in agricultural products live streaming. See Figure 1.2 below:

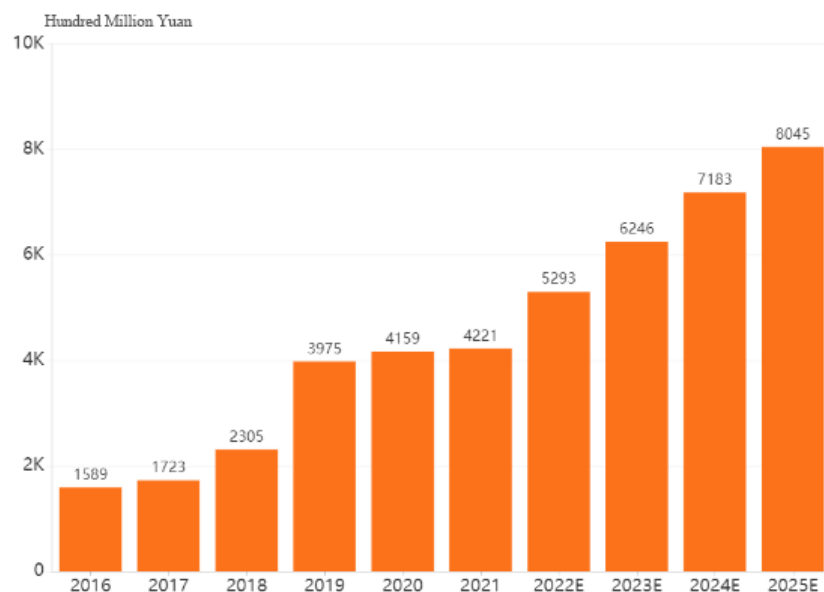


Figure 1.2: (2016-2025) China's Online Retail Sales of Agricultural Products and Forecast (100 million RMB)

(Source: Ministry of Agriculture and Rural Affairs, PRC and iiMedia Research)

The COVID-19 epidemic had an impact on the economies of most businesses in 2020, however, online retail sales of agricultural products experienced growth, rising by 31% from the year before. All these statistics demonstrate the enormous potential of internet live broadcast sales of agricultural products. In the first quarter of that year, the nationwide live

broadcast of agricultural products exceeded 4 million. E-commerce live streaming has been a significant factor in reducing poverty, and government agencies have made it a priority in their work in this area. But as more farmers use live streaming to market their goods, related issues also surface. For instance, the sales impact of agricultural products has been significantly impacted by the homogenization of live streaming content, variable product quality, and single live streaming mode. According to the 21st Century Industry Research Institute's live report on China's agricultural products in 2020, 41.28% of users reported discontent with the agricultural items they bought (Tao Li, 2021). Live streaming e-commerce of agricultural goods encounters issues such as a high return rate, low customer satisfaction rate, and a low rate of repurchase due to difficulties in monitoring, quality control, and logistics loss (Daily, 2020).

There are many articles on e-commerce live broadcasting at the moment, but there are still few academic articles on consumer purchasing behavior when using this method to advertise agricultural products. Even fewer of these articles take into account consumers' repeated purchase intentions when discussing this subject. The subjective goal of customers to make additional purchases from a certain retailer after making their original purchase is known as repeated purchase intention, and it can be a good indicator of how customers would really behave when making additional purchases. Repeat business is crucial for retailers, and maintaining a high repurchase rate is a pressing issue that needs to be resolved right now for retailers selling agricultural products via live streaming as well. In order to study the key variables influencing consumers' intent to repurchase agricultural products when using the live broadcast shopping mode, this paper uses the Guangdong Province of China as an example. It then offers pertinent recommendations for retailers to enhance live broadcast marketing strategies, enhance live broadcast content, and boost the rate at which consumers repurchase.

Based on the existing studies, this paper explores the influence of the characteristics of live-streaming shopping patterns of agricultural products on consumers' repeated purchase intention. At present, when studying consumer behavior in live streaming shopping mode, scholars mostly study its influence on consumer purchasing behavior from the perspective of live streaming content, anchors or forms, and rarely consider it in combination with the live streaming of certain products. E-commerce live broadcasting of agricultural products has certain particularities in the form and content of live broadcasting (such as live broadcasting on farms, where the anchors are farmers, village officials, etc.). Compared with other kinds of products, it has its unique form of live broadcasting, which has certain research significance. In addition, at present, some articles have studied the problems related to consumers' repeated purchase behavior in the environment of e-commerce live streaming shopping, but the number is still small and rarely considered in combination with the environment of e-commerce live streaming of agricultural products. Therefore, starting from the characteristics of e-commerce live broadcast of agricultural products, this paper introduces the social presence theory and expectation confirmation model, summarizes its characteristics more comprehensively, and analyzes the influence mechanism on consumers' repeated purchase intention, expanding the application of SOR theory and enriching academic studies on consumer behavior in the context of e-commerce live broadcast.

At present, some studies have considered the influence mechanism of consumers' repeated purchase intention in the environment of e-commerce live broadcasting, but the number is still small and few studies are combined with specific product categories. Agricultural products are closely related to People's Daily life, and they are the main source of income for farmers and closely related to people's livelihood. After e-commerce, e-

commerce live broadcasting has become a new way to sell agricultural products. Some social phenomena show that it does have some influence on consumer behavior, and it is also helpful to increase farmers' income, alleviate poverty, and help farmers. Therefore, based on previous studies, this paper supplemented the research on consumers' repeated purchase intention in the scenario of agricultural products e-commerce live broadcasting, built a theoretical model to explore the characteristics of live broadcasting that affect consumers' repeated purchase intention, and then provided some suggestions for the sellers of agricultural products e-commerce live broadcasting to sell products and formulate strategies.

The necessity of this research arises from addressing several key issues and needs in the field of agricultural product e-commerce live streaming. **Market Development Needs:** With the rapid advancement of internet technology, e-commerce live streaming has become an essential channel connecting consumers with products. Specifically, for agricultural products, live streaming provides a platform to showcase the freshness and quality of products, which is crucial for building consumer trust and promoting sales. Understanding how live streaming features influence consumers' repeat purchase intentions is vital for the industry's development and optimization. **Consumer Behavior Understanding:** The decision-making process of consumers is complex and influenced by various factors. Live streaming features such as interactivity, authenticity, and entertainment can significantly impact consumers' purchasing intentions and satisfaction. This research helps manufacturers and marketers better understand consumer behavior by analyzing how these factors affect consumers' repeat purchase intentions, thereby formulating more effective market strategies (Pan et al., 2023). **Strategic Optimization:** Providing an empirical basis for agricultural product sellers and e-commerce platforms to optimize their live streaming strategies, enhancing consumer satisfaction and loyalty. By understanding which live streaming features most affect consumer satisfaction and repeat purchase intentions, stakeholders can more precisely adjust their live streaming content and methods to attract more consumers and improve sales efficiency. **Theory and Practice Integration:** This research not only expands theoretical knowledge about consumer behavior but also offers concrete practical guidance to help the industry utilize live streaming to improve efficiency and effectiveness. By combining theoretical research with practical application, this study provides valuable insights and guidance for the future development of agricultural product e-commerce live streaming. In summary, this research is significant for understanding and enhancing the efficiency and effectiveness of agricultural product e-commerce live streaming, positively impacting industry development and consumer welfare. Hence, the research aims to explore the relationship between the e-commerce live streaming characteristics and the repurchase intention of agricultural product consumers in Guangdong Province, China.

This study is a conceptual paper aimed at exploring the relationship between the characteristics of agricultural product e-commerce live streaming and consumers' repeat purchase intentions. Through an exhaustive literature review and theoretical analysis, this paper constructs a Structural Equation Model (SEM) incorporating live streaming features, social presence, satisfaction, and repeat purchase intentions. Despite the lack of empirical data support, this conceptual model provides a theoretical framework for future empirical research. We encourage subsequent researchers to empirically validate and further explore and refine the model. This paper holds significant implications for understanding the theory and practice of agricultural product e-commerce live streaming, offering valuable reference and citation potential for future research in related fields.

Literature Review

E-commerce Live Streaming Characteristics

(1) Interaction

Interactivity means that consumers can exchange information with information sources, emphasizing two-way communication (Liu et al., 2022). The study found that the interaction of anchors in live broadcasts had a significant impact on the sense of social presence (Wang and Ding et al., 2021). It is found that perceptual interaction has a positive and indirect effect on consumers' repurchase intention, and this relationship is completely mediated by consumer satisfaction (Chen et al., 2020). Individuals who successfully participate in interaction rituals become more interested in seeking the unity of the same people, and will also repeat interactive behaviors because they are stimulated (Tang & Pan, 2020). Through the explanation of anchors and real-time interaction with the bullet screen, consumers can understand various information about the product. Therefore, consumers can not only understand the basic information of the product through anchors, but also understand the actual experience of using the product through other consumers who are watching the live broadcast and enhance their immersion experience. Therefore, this paper argues that interactivity can enhance consumers' willingness to repeat purchases. Therefore, this research proposes the following hypothesis:

H1: There is a significant relationship between interactivity and repurchase intention.

(2) Authenticity

Consumers' evaluation of the true degree of media content they are exposed to (Braje et al., 2022; Jimenez-Barreto et al., 2020; Liang et al., 2018). Perceived value and authenticity are also key drivers of positive attitudes towards re-buying short-rent homes (Braje et al., 2022). Authenticity has a significant effect on perceived enjoyment, driving repurchase intentions (So et al., 2021). Research confirms that perceived authenticity is an important predictor of satisfaction, so it is expected to play a key role in determining guests' repurchase intentions (Tavana et al., 2020). Compared with the traditional online shopping mode, the product display in e-commerce live shopping is more real and impressive for consumers. Therefore, this paper argues that authenticity can enhance consumers' willingness to repeat purchases. Therefore, this research proposes the following hypothesis:

H2: There is a significant relationship between authenticity and repurchase intention.

(3) Entertainment

Entertainment refers to the degree to which individuals feel pleasure and satisfaction in their preferred environment (Hamari et al., 2016). It is found that the entertainment of social network marketing has a positive impact on consumers' willingness to buy clothes online (Bendyte & Munny, 2021). It is found that perceived entertainment has a positive effect on consumers' repurchase intention, and this relationship is partly mediated by consumer satisfaction (Chen et al., 2020). Research shows that satisfaction is affected by entertainment and repurchase intention is affected by satisfaction (Tjandra & Cai, 2023). Entertainment is also the main feature of e-commerce live shopping that differs from traditional online shopping. E-commerce live streaming can arouse consumers' happy emotions, which can enhance consumer satisfaction to some extent. Therefore, this research proposes the following hypothesis:

H3: There is a significant relationship between entertainment and repurchase intention.

(4) Visual Appeal

Based on customers in Jakarta, customer satisfaction mediates the relationship between visibility and purchase intention of online food delivery services (Harianto & Berlianto, 2022). Studies have shown that visual appeal can affect shopping value and thus consumers' willingness to repeat purchases (Chen et al., 2019). According to the theory of multi-sensory interaction and integration, good visibility can increase the virtual touch and enhance the presence of online shopping (Sohn et al., 2017). Visual appeal is visual accessibility, which is more attractive to live stream users. Visual appeal is reflected in the real-time display of diversified shopping scenes (such as field scenes in the broadcast room, planting and picking, etc.), dynamic sales process, and observable information exchange in the live shopping of agricultural products. Liu et al. (2013) believe that visual appeal is an important driving force for timely satisfaction and impulsive purchase. Adelaar et al. (2003) believe that good visual perception will significantly affect consumers' emotional perception. Therefore, this paper believes that the attraction brought by broadcasting rooms with good visual appeal can improve consumer satisfaction. Therefore, this research proposes the following hypothesis:

H4: There is a significant relationship between visual appeal and repurchase intention.

Social Presence

Social presence refers to "the feeling of being with others in a media environment". As a kind of virtual experience that has attracted much attention in the field of media communication research, scholars have discussed and verified the social presence in various online activities and its influence on the cognition, attitude, and behavioral intention of Internet users. This paper explains the relationship between live broadcasting and travel intention from the perspective of social existence: the existence of destination image, interaction, and production can effectively improve people's trust, and thus affect people's travel intention (Zhang et al., 2021). In typical e-commerce and social business communication, the personal identity of anchors is rarely or not shown at all, and the social presence can be enhanced through live broadcasting (Wongkitrungrueng & Assarut, 2020). In live e-commerce scenarios, social presence is often used to clarify the impact on consumer intentions (Wang et al., 2021). In typical e-commerce and social business communication, the personal identity of anchors is rarely or not shown at all, and the social presence can be enhanced through live broadcasting (Wongkitrungrueng & Assarut, 2020). Therefore, this paper argues that interactivity can enhance consumers' sense of social presence.

Traditional online shopping usually displays products in the form of pictures or small videos, while live shopping breaks the restrictions of time and space. Through the display in specific scenes (broadcast rooms), consumers can more intuitively understand the real appearance of products, and consumers can be immersed in the virtual presence, thus enhancing the social presence of consumers. Therefore, this paper argues that authenticity can enhance consumers' sense of social presence.

In the live broadcast of agricultural products e-commerce, businesses can show the environment in which products grow, the process of planting and harvesting, as well as the beautiful scenery of the countryside, providing consumers with a certain entertainment experience. Entertainment features in e-commerce live shopping can improve consumers' flow experience and enhance their sense of social presence. Therefore, this paper holds that entertainment can enhance consumers' sense of social presence.

Sohn et al. (2017) believe that the visual appeal of online live shopping is mainly reflected in the visualization of the shopping scene, sales process and information exchange. Consumers can instantly watch the vivid and real live pictures, the process of selling goods,

and interesting bullet screen exchange information. Commodity display is presented to consumers in an all-round and multi-angle through the live screen, which is more comprehensive than the picture and video display in traditional online shopping. According to the theory of multi-sensory interaction and integration, good visual appeal can increase the virtual touch and enhance the presence of online shopping. Therefore, this paper argues that visual appeal can enhance consumers' sense of social presence. Therefore, this paper believes that social presence will also increase consumers' willingness to repeat purchases and play an intermediary role in the relationship with the characteristics of live broadcasting (interactive, authentic, entertaining, and visual appeal).

Therefore, this research proposes the following hypothesis:

H5: There is a significant relationship between social presence and repurchase intention.

H7: Social presence has a mediating effect between interactivity and repurchase intention.

H8: Social presence has a mediating effect between authenticities and repurchase intention.

H9: Social presence has a mediating effect between entertainment and repurchase intention.

H10: Social presence has a mediating effect between visual appeals and repurchase intention.

Satisfaction

Consumer satisfaction is a psychological state formed after comparing the expectation generated before the actual purchase or use of a product or service with the utility obtained after the actual use or experience of the product or service. According to this study, perceived entertainment has a positive impact on consumers repurchase intention, which is moderated to a certain extent by consumer satisfaction. Perceived interactivity has positive and indirect effects on consumers repurchase intention, and this relationship is completely moderated by consumer satisfaction (Chen et al., 2020). The research shows that the factors of repurchase intention of online customers can be determined by e-satisfaction, e-trust, information presentation quality, and e-word-of-mouth (Wirapraja & Subriadi, 2019). The research shows that the electronic satisfaction variable has a positive and significant effect on the buyback intention variable (Pandiangan et al., 2021). Lee et al. (2021) point out that repeated purchase intention refers to consumers' willingness to repeatedly purchase products through social networking sites. Tian et al. (2022) found that product satisfaction, perceived value, and brand trust are predictors of re-purchase intention. Empirically investigated the mediating role of shopping satisfaction in the relationship between e-logistics service quality (e-LSQ) and repurchase intention (Jain et al., 2021). The results show that the e-satisfaction variable has a positive and significant impact on the buy-back intention variable (Pandiangan et al., 2021). Live streaming gives people a sense of being there. In addition, the high-intensity sense of participation and immersion brought by interactivity can increase consumers' perceived benefits and arouse consumers' happy emotions (Mueser & Vlachos, 2018). Therefore, interactivity can also enhance consumers' satisfaction to some extent. Therefore, this paper argues that interactivity can enhance consumer satisfaction.

When selling agricultural products in the broadcast room, anchors often show the real appearance of the products and describe the taste, taste, and size of the products. Through the real-time dynamic display on the screen, consumers can also have some understanding of the actual situation of the products, so that consumers' expectations of the products are more realistic, and thus enhance consumer satisfaction. Therefore, this paper argues that authenticity can enhance consumer satisfaction.

There are two important subjects in live broadcasting, the main broadcaster and the consumer. The humorous language expression of the anchor, the diversified ways of

interaction in the live broadcasting room (including random lottery, grabbing red envelopes, etc.), and even the communication between the audience can increase the entertainment of consumers' shopping and improve their shopping experience. The research results of Julia & Made show that perceived entertainment has a positive and significant impact on consumer satisfaction. Therefore, this paper believes that entertainment can enhance consumer satisfaction.

Visual appeal is reflected in the real-time display of diversified shopping scenes (such as field scenes in the broadcast room, planting and picking, etc.), dynamic sales process, and observable information exchange in the live shopping of agricultural products. Studies have shown that visual appeal can affect shopping value and thus consumers' willingness to repeat purchases (Chen et al., 2019). Therefore, this paper believes that visual appeal can enhance consumer satisfaction.

Consumer satisfaction has been widely used in the research on consumers' repeated purchase intention, and scholars agree that an increase in consumer satisfaction will lead to an increase in repeated purchase intention, and a decrease in consumer satisfaction will lead to a decrease in repeated purchase intention. Therefore, this paper believes that satisfaction will also increase consumers' willingness to repeat purchases and play an intermediary role between it and the characteristics of live broadcasting (interactive, authentic, entertaining, and visually attractive).

Therefore, this research proposes the following hypothesis:

H6: There is a significant relationship between satisfaction and repurchase intention.

H11: Satisfaction has a mediating effect between interactivity and repurchase intention.

H12: Satisfaction has a mediating effect between authenticities and repurchase intention.

H13: Satisfaction has a mediating effect between entertainment and repurchase intention.

H14: Satisfaction has a mediating effect between visual appeals and repurchase intention.

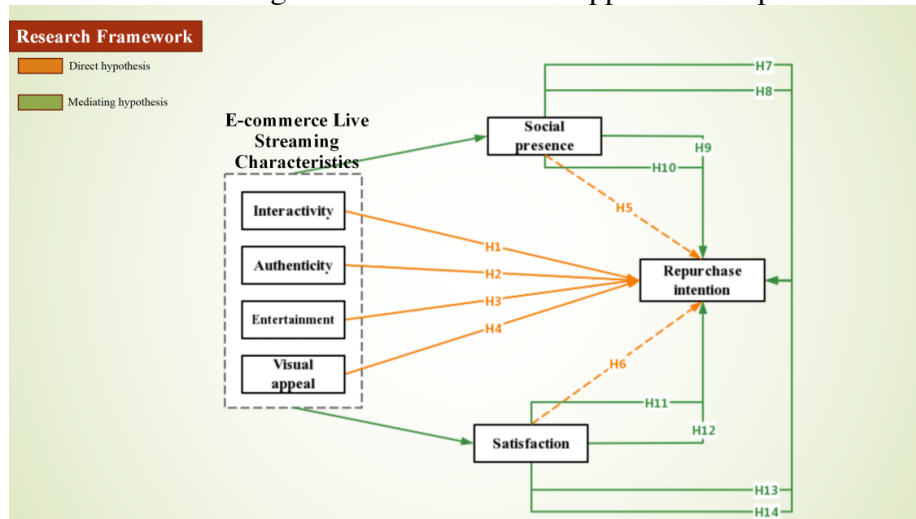


Figure 2.1: Research framework

Methodology

Research Paradigm and Research Design

The research in this paper is quantitative and follows the research paradigm of ontology-epistemology-methodology-method (Sun, Soh, Roslan, et al., 2022). Positivism is a philosophical and research paradigm that originated in the late 19th century and is based on the belief that the natural world operates according to universal laws that can be studied and described scientifically (Yuan et al., 2023). In positivist research, the goal is to collect objective and empirical data that can be used to test hypotheses and establish causality.

The research design of this study follows the realistic paradigm. This study intends to use the quantitative research methods commonly used in academia to test the research questions raised in this paper (Mohammadi et al., 2021). Based on relevant literature review and qualitative interviews with customers, the measurement indicators of each research variable in this study were obtained and corresponding questionnaires were formed (Sen et al., 2023). Then, this study will conduct a statistical analysis test on the reliability and validity of the questionnaire implementation, and conduct relevant tests on the obtained pre-survey data. The official data collection tool obtained in this study is the online survey system of Wenjuanxing. After the formal release of the questionnaire, SPSS20 and SmartPLS 4.0.8 were used as data analysis tools to construct the structural equation model for the collected questionnaire data (Sun, Soh, Mohammadi, et al., 2022a). Descriptive analysis and confirmatory factor analysis were carried out for the sample data, to clarify whether the theoretical model fits the sample data and analyze the influencing factors of consumers' repeated purchase intention under the environment of live broadcast of agricultural products (Sun, Soh, Mohammadi, et al., 2022b).

Population and Sampling Technique

(1) Population

According to China's National Bureau of Statistics, Guangdong had 126.84 million permanent residents at the end of 2021. According to the "2022 Taobao Live Streaming Annual New Consumption Trend Report" jointly released by ON MAP and iResearch, and the 49th "Statistical Report on the Development of Internet in China" released by China Internet Network Information Center, In December, the proportion of e-commerce live broadcast users who made purchase behavior after watching live broadcast was 21.7% of the overall population. Therefore, it is estimated in this paper that 27.52 million e-commerce live broadcast users in the Guangdong Province of China made purchase behaviors after watching live broadcasts. According to the formula of this paper (Krejcie & Morgan, 1970) as shown in Figure 3.1 below, the number of samples required for this paper is 384 if the confidence interval is 95%. The formula Krejcie and Morgan is $n = \frac{x^2 N p (1-p)}{e^2 (N-1) + x^2 p (1-p)}$, n = sample size; N = population size; e = acceptable sampling error; x^2 = chi-square of degree of freedom 1 and confidence 95% = 3.841; p = proportion of population (if unknown, 0.5).

(2) Sampling Technique

Simple random sampling is the preferred technique for conducting quantitative studies since it can guarantee that all eligible persons will have the chance to participate in the study (Bhagdev, 2021). In this investigation, a random sample technique will be used. This study requires looking at any potential causal relationships between its independent and dependent variables due to its correlation and usage of cross-sectional data. Consumers in Guangdong

Province, China who have twice or more in the past six months made purchases of agricultural products will receive the survey in the form of an electronic questionnaire.

Scale Measurement of Variable

According to the summary of variables in this paper in Chapter 2, the operational measurement of variables in this paper below: See Table 3.1 below :

Table 3.1 : Repurchase intention problems

Variable	Question items	Scale questions	Scale source
Repurchase intention (RI)	REP1	If I could, I would like to continue shopping through my most visited e-commerce live stream to buy agricultural products.	(Yeh, 2022; Qian, 2021; Kitjaroenchai & Chaipooiratana, 2022)
	REP2	It is likely that I will continue buying agricultural products from my most visited e-commerce live stream in the future.	
	REP3	I intended to continue buying agricultural products from my most visited e-commerce live stream in the future.	
	REP4	If I need to buy agricultural products in the future, I would probably revisit my most visited e-commerce live stream.	
Interactivity (INT)	INT1	The agricultural products e-commerce live streaming allowed me to participate effectively.	(Liu and Zhang et al., 2022; So et al., 2021; X. Liu et al., 2022; Ma et al., 2022)
	INT2	I was able to communicate with the streamer timely while watching the agricultural products e-commerce live streaming.	
	INT3	I was able to communicate with other viewers timely while watching the agricultural products e-commerce live streaming.	
Authenticity (AUT)	AUT1	The information about the products or services presented in the agricultural products e-commerce live streaming was true.	(Liu and Zhang et al., 2022; X. Liu et al., 2022; Beverland et al., 2008)
	AUT2	The agricultural products e-commerce live streaming presented the products or services from multiple perspectives.	
	AUT3	The agricultural products e-commerce live streaming facilitated my in-depth understanding of the products or services.	
	AUT4	The direct experience of the products or services by the streamer deepened my understanding of the products or services.	
Entertainment (ENT)	ENT1	The agricultural products e-commerce live streaming was interesting.	(Liu and Zhang et al., 2022; Chen & Lin, 2018; X. Liu et al., 2022; Chen & Xiong, 2019; Su, 2019)
	ENT2	The agricultural products e-commerce live streaming got me relaxed.	
	ENT3	The agricultural products e-commerce live streaming gave me pleasure.	
	ENT4	The agricultural products e-commerce live streaming was imaginative.	
Visual appeal (VIS)	VIS1	Streamers make a clear presentation of the products for sale.	(Huang & Suo, 2021; Liu et al., 2013b; Sohn et al., 2017)
	VIS2	The way the streamers present the products is very attractive	
	VIS3	The overall visual effect of the agricultural products e-commerce live streaming room is very good.	
	VIS4	I like the overall layout of the agricultural products e-commerce live streaming room.	
Satisfaction (SAT)	SAT1	I like to buy agricultural products during the live stream of e-commerce.	(Yeh, 2022; Xu & Nuangjamnong, 2022; Huang & Suo, 2021; Tandon et al., 2020)
	SAT2	I am pleased with the experience of buying agricultural products during the e-commerce live stream.	
	SAT3	I think that buying agricultural products during the e-commerce live stream is a great idea.	
	SAT4	I am satisfied with the overall experience with my most visited during the agricultural e-commerce live stream.	
Social presence (SOC)	SOC1	You can have a social feeling while watching an agricultural products e-commerce live streaming.	(Wang and Ding et al., 2021; Ma et al., 2022; Xu et al., 2021)
	SOC2	When you watch an agricultural products e-commerce live streaming, you can feel the situation of contact with people.	
	SOC3	Watching an agricultural products e-commerce live streaming, you can feel a sense of human passion.	
	SOC4	While watching an agricultural products e-commerce live streaming, you can feel the presence of other relevant parties.	
	SOC5	Other interested parties will be aware of your presence while watching an agricultural products e-commerce live streaming.	
	SOC6	In the course of watching an agricultural products e-commerce live streaming, you can exchange information with other interested parties.	

Data Analysis

Analyze and process the formally issued questionnaire data. Firstly, SPSS 27.0 was used for data cleaning. Then the structural equation model (SEM) was constructed by Smart-PLS 4.0 software for the empirical research hypothesis.

SPSS is a powerful statistical analysis tool that provides a wide range of statistical methods, including descriptive statistics, inferential statistics, regression analysis, and more. Therefore, it is very suitable for processing and analyzing various types of data: The data collected in this paper needs to deal with missing values: SPSS offers multiple methods for handling missing values, including deletion, imputation, and replacement with alternative values (Mohammadi et al., 2021). This helps ensure the integrity and accuracy of the dataset. The data collected in this paper requires the detection of outliers: SPSS allows users to detect outliers through descriptive statistics, box plots, and other methods, enabling necessary interventions to ensure data reliability. The data collected in this article requires data filtering: SPSS permits users to filter data based on specific conditions, selecting subsets that meet the research requirements for further analysis (Sun, Soh, Mohammadi, et al., 2022a). The data collected in this article needs to generate descriptive statistics: SPSS can generate comprehensive descriptive statistics, including means, standard deviations, frequencies, etc., aiding users in obtaining a thorough understanding of the data.

Using Smart-PLS for Structural Equation Modeling (SEM) has several reasons: The data collected in this paper is a small sample: Smart-PLS is more suitable for studies with small sample sizes compared to other SEM methods because it utilizes the Partial Least Squares (PLS) estimation method, which is robust for small samples (Qi et al., 2023). The data collected in this paper are non-normal distribution data.: Smart-PLS adapts well to non-normally distributed data, providing flexibility in practical research scenarios (Tingfeng et al., 2022). This paper is an exploratory research paper: Smart-PLS excels in exploratory research and theory building. Researchers can rapidly perform exploratory analysis by adjusting models to better understand the relationships between variables. The text discusses situations involving small samples, non-normally distributed data, and exploratory research, where Smart-PLS is considered a more suitable tool. Due to its robustness in handling small samples and adapting to non-normally distributed data, it excels in exploratory studies.

Testing and data analysis process

Data cleaning

SPSS 27.0 is mainly used for data cleaning. The main steps of data cleaning in SPSS can include the following: Handling Missing Values: Identify and address missing values in the data. It can choose to delete observations or variables containing missing values or use imputation methods to fill in the missing values; Detection and Treatment of Outliers: Use statistical methods or charts to detect outliers and decide how to handle them. Options include removing outliers or applying appropriate transformations; Handling Duplicate Values: Identify and handle potential duplicate values to ensure each observation in the dataset is unique; View Descriptive Statistics: Use descriptive statistical methods (such as means and standard deviations) to explore the data preliminarily, ensuring that the basic statistical characteristics of the data align with expectations (Mohammadi et al., 2017).

Hypothesis testing

Smart-PLS 4.0 is used for hypothesis testing. In this paper, path analysis and resampling mediation techniques are used to evaluate the research hypotheses. The specific steps include

drawing the model in SmartPLS and conducting the measurement model and structural model assessment. This involves specifying latent variables and their relationships; Measurement Model: Evaluate the measurement model, including factor analysis, internal consistency tests, analytical validity, and reliability. In SmartPLS, the collected data is entered into a structural equation model (SEM) for measurement model analysis (Mohammadi, A. 2019). In this process, factor analysis and internal consistency testing are performed to ensure that the relationship between the underlying variables and their observed measures is valid and consistent; Structural Model: Assess the structural model, including path coefficients and model fit. This step aids in understanding relationships between latent variables and the overall model's explanatory power. Bootstrap Testing: In Structural Equation Models, the Bootstrap method is often used to test the significance of path coefficients. Conducting Bootstrap tests enhances the robustness of results.

Conclusion and Future Recommendation

Conclusion

As a shopping mode has emerged in recent years, more and more enterprises have realized the important role of live shopping in commodity sales. However, with the increase of e-commerce live streaming merchants, the competition in the e-commerce live streaming industry is becoming increasingly fierce, and maintaining a certain rate of repeated purchases by consumers can help merchants gain certain competitive advantages. At present, some studies have considered the influence mechanism of consumers' repeated purchase intention in the environment of e-commerce live broadcasting, but the number is still small and few studies are combined with specific product categories. Therefore, based on previous studies, this paper supplemented the research on consumers' repeated purchase intention in the scenario of agricultural products e-commerce live broadcasting, built a theoretical model to explore the characteristics of live broadcasting that affect consumers' repeated purchase intention, and then provided some suggestions for the sellers of agricultural products e-commerce live broadcasting to sell products and formulate strategies.

Future Study Recommendation

Here are some future study recommendations for the research topic: Exploring Moderating Factors: Investigate potential moderating factors that may influence the mediating role of consumer social presence and satisfaction in the relationship between e-commerce live streaming characteristics and repurchase intention. Factors such as consumer demographics, technological literacy, or cultural influences could be considered. Comparative Analysis: Conduct a comparative analysis across different regions or provinces in China to examine whether the mediating role of consumer social presence and satisfaction varies in the context of e-commerce live streaming for agricultural products. This could provide insights into regional differences and preferences. Longitudinal Study: Consider conducting a longitudinal study to observe how the relationships evolve over time. This would allow for a deeper understanding of the long-term effects of e-commerce live streaming characteristics on repurchase intention and the mediating mechanisms involved. Qualitative Investigation: Complement quantitative findings with qualitative research methods, such as interviews or focus groups, to gain a more in-depth understanding of consumers' experiences, perceptions, and motivations related to e-commerce live streaming for agricultural products. Cross-Industry Comparison: Extend the scope of study by comparing the mediating role of consumer social presence and satisfaction in the e-commerce live streaming context with other industries beyond agriculture. This could provide insights into the generalizability of

findings. Incorporate Trust and Credibility Measures: Assess the impact of trust and credibility factors in the relationship between e-commerce live streaming characteristics and consumer behavior. Consider incorporating measures of trustworthiness and credibility in the model to enhance the understanding of consumer decision-making processes.

These recommendations aim to enhance the depth and breadth of research, providing valuable insights for both academia and industry practitioners in the dynamic field of e-commerce live streaming for agricultural products in Guangdong Province, China.

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