

Factors Influencing Consumers' Usage Intention of Live Streaming E-Commerce

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Abstract

Live streaming e-commerce, as a novel e-commerce paradigm, holds significant significance in unlocking consumption potential, facilitating industrial integration, fostering innovation, and promoting entrepreneurship, among other aspects. The examination and evaluation of the significant determinants that impact customer behavior possess inherent scholarly significance in relation to the advancement of the live streaming e-commerce sector. Drawing upon the theoretical frameworks of the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Trust Theory, this article employs a structural equation model to conduct an empirical investigation into the consumer behavior within the realm of live streaming e-commerce. Research has demonstrated that consumers' desire to use is considerably and positively influenced by perceived utility, trust, and subjective standards. Furthermore, perceived ease of use and trust both exert a large positive impact on perceived usefulness.

Keywords: live streaming e-commerce, TAM/TPB model, trust, subjective norms, usage intention

1. Introduction

The emergence of live streaming e-commerce has gained significant momentum alongside the rapid growth of e-commerce, particularly due to the advancements in mobile Internet technology. This growing mode of e-commerce has demonstrated substantial promise for further expansion. The year 2021. The 47th Statistical Report on the Development Status of China's Internet, which was published by the China Internet Network Information Center (CNNIC) in Beijing, included data indicating the development of China's internet from 2013 to the present. For eight consecutive years, China has emerged as the leading global market for electronic retailing (e-tailing). As of December 2020, the total number of individuals engaging in online shopping activities in China amounted to 782 million. According to the 2020 China Internet Advertising Data Report, during the initial six months of 2020, the quantity of live streaming e-commerce broadcasts surpassed 10 million, with the viewership surpassing 50 billion. Additionally, it was observed that 66.2% of users engaged in live streaming e-commerce had made purchases of live commodities. The phenomenon of live streaming e-commerce has emerged as a novel digital economic model characterized by the integration of online attraction and physical consumption.

According to Song and Huang (2020), live-streaming e-commerce has several advantages over offline physical sales methods and traditional e-commerce models. These advantages include relatively low prices, high engagement, and clear product features. Nevertheless, the live-streaming e-commerce industry's robust growth is being significantly impacted by various factors, including but not limited to false advertising, product quality, post-purchase support, and regulatory regulations (Qin, 2021).

In relation to the study of live streaming e-commerce, a burgeoning model in the e-commerce realm, scholarly investigations primarily center on industry regulation, platform governance, legal frameworks, and related dimensions. In their study, Song and Huang (2020) put out the notion that the systematic advancement and appropriate oversight of live streaming e-commerce may be achieved by considering four key dimensions: players involved, guiding principles, behavioral protocols, and operational methodologies. In their study, Li (2023) provides a detailed examination of the connotation and function of the “e-commerce and live-streaming” mode. The author further delves into the development logic of this mode, while also analyzing the various aspects that influence customers’ purchasing psychology within this particular context. Conversely, certain researchers have conducted research on the utilization of live streaming e-commerce within the context of various industries’ developmental progress. Liu and Zou (2023) examine the phenomenon of live broadcasting in the agricultural sector, specifically exploring its impact on the development trajectory of the industrial economy within the context of new media. The authors also delve into the cognitive shifts occurring within mass consumption psychology as a result of this emerging trend. Furthermore, they conduct an analysis of the distinctive features, obstacles, and future prospects associated with live broadcasting of agricultural products. According to the proposal put up by Song and Ni (2020), the integration of live broadcast e-commerce and consumer poverty alleviation e-commerce platforms can serve as a novel catalyst for the advancement of the agricultural products market. According to Lu (2021), the utilization of webcasting has the potential to facilitate the advancement of e-commerce in the agricultural products sector. This may be achieved through the implementation of four distinct impacts, including attraction, interaction, experience, and inducement. According to Wang’s (2021) findings, the utilization of live streaming with commodities as a sales model is having a transformative impact on the principles of book marketing, as well as exerting influence on the processes of knowledge production and dissemination.

However, there is a scarcity of research on consumer behavior in live streaming e-commerce, which is another significant stakeholder in this domain. Liu et al. (2021) conducted a study utilizing structural equation modeling to investigate the pathways and mechanisms via which consumers’ perceptions of service quality and value influence their intention to make purchases in the context of live streaming e-commerce in China. The study conducted by Zhao and Wang (2021) examined the purchase intention of consumers by considering the characteristics of e-commerce anchors, employing the SOR theory and value theory. In their research, Han and Xu (2020) investigated the underlying process that influences consumers’ purchase intention by examining the properties of e-commerce anchors and applying rootedness theory. The study conducted by Li et al. (2021) examined the influence of consumers’ information processing on viewers’ attitude and live buy intention within the context of live streaming e-commerce. The researchers integrated information and environmental cues to investigate this impact. The extant body of literature pertaining to consumer behavior predominantly centers around the examination of influential factors such as anchor characteristics, anchor attributes, information quality, and perceived service value. However, it fails to adequately address the significant impact of two crucial categories of factors, namely consumer subjective norms and consumer perceived trust, on consumer behavior.

This paper examines the factors that influence consumers’ intention to use live streaming e-commerce, drawing on the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Trust Theory. Specifically, subjective norms and perceived trust are identified as the key factors in this study. By establishing a behavioral model, this research contributes to the theoretical understanding of the rapid development of live streaming e-commerce. Additionally, it offers policy recommendations for reforming the management system of the live streaming e-commerce industry and promoting its healthy development.

2. Theoretical Framework

Based on the research conducted by Davis in 1989, the Technology Acceptance Model (TAM) suggests that the joint influence of perceived usefulness and perceived ease of use plays a substantial role in shaping persons’ behavioral intentions. On the other hand, the Theory of Planned Behavior (TPB) asserts that subjective norms have a substantial impact on the formation of behavioral intentions, as demonstrated by Ajzen (1991). Subsequently, scholars undertook comprehensive and meticulous investigation on the aforementioned models. Zhang and Cai (2022) conducted a study wherein they formulated an extensive model to analyze the diverse determinants impacting citizens’ proclivity towards participating in low-carbon consumption. The integration of the TAM with the TPB resulted in the development of this model. Xu and Liu (2019) did a study that aimed to investigate the determinants of new professional farmers’ involvement in the expansion of rural e-commerce. The researchers employed the TAM and the TPB as theoretical frameworks to guide their analysis. Ding (2019) did an analysis and study that centered on the examination of social e-commerce consumers. The study employed the Theory of Planned Behavior (TPB) as a theoretical framework. The TAM and TPB models have been widely employed in scholarly studies to examine consumer buying behavior.

Trust theory, which was initially employed in the fields of sociology and psychology, has gained prominence in

the domains of economics and organizational behavior in recent times owing to its multifaceted attributes (Yang, 2016). Trust is a crucial component in various economic and social activities, particularly in e-commerce transactions conducted under unpredictable circumstances (Ba & Pavlou, 2002).

Therefore, it is imperative and logical to utilize a comprehensive framework that integrates the TAM, TPB, and trust theory in order to analyze the factors that impact customers' propensity to embrace the live streaming e-commerce method. The present study integrates the preceding determinants of "subjective norms" and "trust" into the TAM with the aim of constructing the theoretical framework depicted in Figure 1.

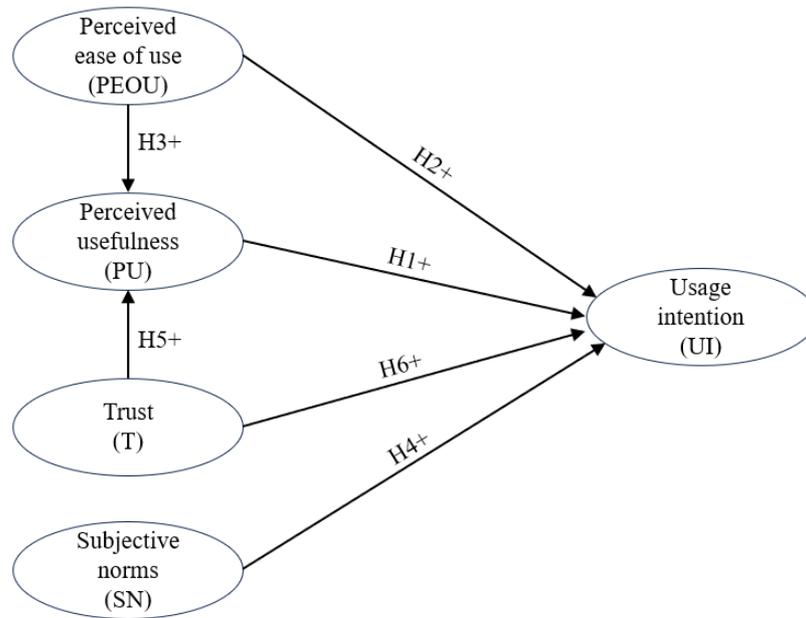


Figure 1. Conceptual Model

3. Research Hypotheses

The notion of perceived usefulness refers to the extent to which individuals think that the utilization of a system would improve their efficiency, hence indicating the extent to which customers' adoption of live streaming e-commerce would better their consumption results (Yang, Mei, & Yang, 2023). Perceived usefulness, as conceptualized by Li and Juan (2023), refers to the extent to which consumers perceive that the adoption of social commerce will surpass traditional circumstances and improve the purchasing process. Zhang et al. (2020) found that customers have a higher propensity to engage in live streaming e-commerce as a buying strategy when they believe it to enhance their shopping utility and value. Therefore, drawing from the aforementioned analysis, the following hypotheses are proposed:

H1: Consumers' perceived usefulness of live streaming e-commerce positively affects their usage intention.

The concept of perceived ease of use pertains to the extent to which a user perceives a system or technology as being easy to utilize, hence indicating the ease with which a customer acquires proficiency in rapidly engaging with live streaming e-commerce (Liu Jing & Zhao Jun, 2022). According to a study conducted by Lou Ying et al. (2022), it is widely held among consumers that engaging in e-commerce activities in the virtual realm requires less physical and mental exertion. Furthermore, the perceived ease of use of these platforms has been found to have a substantial influence on their perceived usefulness. Based on a synthesis of the available literature, it can be inferred that when consumers see live streaming e-commerce as user-friendly, it leads to a heightened sense of its utility. Consequently, this increased perception of usefulness further strengthens their inclination to engage in live streaming e-commerce activities. Consequently, the subsequent two research hypotheses are posited, each in turn:

H2: Consumers' perceived ease of use of live streaming e-commerce positively affects their usage intention.

H3: Consumers' perceived ease of use of live streaming e-commerce positively affects their perceived usefulness of live streaming e-commerce.

Subjective norm pertains to the phenomenon wherein an individual's decision regarding a particular behavior is

influenced by the impact exerted by others within their immediate surroundings. This implies that when a consumer contemplates the adoption of live streaming e-commerce, they consider the viewpoints of individuals who are connected to them (Yang et al., 2016). According to the proposition put forth by Yang and Yuan (2020), there is a positive relationship between the extent of influence exerted by significant people on social commerce usage and persuasion, and customers' perception of the utility of social commerce. According to Liang et al. (2021), if the customer receives encouragement and support from individuals such as friends, family, coworkers, and other significant individuals, there is a likelihood that the consumer's intention to engage in live streaming e-commerce will be positively influenced. In light of the preceding analysis, this scholarly article posits the subsequent research hypotheses:

H4: Consumers' subjective norms positively influence their usage intention.

According to Paul (2014), trust plays a significant role in shaping buyers' attitudes and perceived behavioral control during the transaction process. Moreover, trust has a positive impact on consumers' intention to engage in transactional behavior by reducing uncertainty in e-commerce and fostering the expectation of a satisfactory transaction (Liu & Wang, 2023). The presence of trust has a favorable impact on the perception of usefulness, as it enables customers to be receptive to the influence exerted by e-tailers, hence ensuring the attainment of anticipated beneficial interactions (Li & Yang, 2023). This report presents two research hypotheses for consideration.

H5: Consumers' trust in live streaming e-commerce positively affects their perceived usefulness of live e-merchants.

H6: Consumers' trust in live streaming e-commerce positively influences their usage intention.

4. Research Design

Questionnaire Design - To ensure the reliability and validity of the variables, the hypothetical variables in this paper were measured by referring to existing literature both domestically and internationally. Additionally, expert opinions were sought, taking into account the specific characteristics of this study and the analysis of the current state of the live broadcasting e-commerce industry. Subsequently, the measurement indexes for this study were designed and are presented in Table 1. The measurement instruments utilized in the questionnaire were derived from a 5-point Likert scale, where a rating of 1 corresponded to "strongly disagree" and a rating of 5 corresponded to "strongly agree". The questionnaire underwent several stages of development, including preliminary design, expert revision, and small-scale pilot testing. The resulting final questionnaire consisted of 5 components and 16 measurement items.

Table 1. Measurement indicators

Variables	Items	Sources
Perceived usefulness	1. I believe e-commerce with live broadcasting has its uses.	Yang et al. (2016)
	2. I believe that instantaneous product (service) overviews are provided via live streaming e-commerce.	Paul (2014)
	3. Live streaming e-commerce enables me to buy more appropriate products (services).	Prashant (2009)
Perceived ease of use	1. I can handle live streaming e-commerce with ease.	Paul (2014)
	2. E-commerce live streaming with customizable interactive elements.	Prashant (2009)
	3. All things considered, I find live streaming e-commerce to be user-friendly.	
Subjective norms	1. My colleagues, friends, and family believe that live streaming e-commerce is a convenient method to shop.	Yang et al. (2016)
	2. Live streaming e-commerce is being used by my friends, family, and colleagues to make purchases.	
	3. Important people in my life encourage me to use live streaming e-commerce.	
Trust	1. Live dealers don't presumably charge customers more.	Prashant (2009)
	2. Live merchants, in my opinion, are honest with customers.	
	3. The live salesperson will undoubtedly be considering how to best	

	serve the customer.	
	4. I'm sure the live seller will do his best to help the consumer out.	
Usage intention	1. I'm open to experimenting with live streaming e-commerce.	Yang et al. (2016)
	2. In the future, I'll probably use live streaming for online shopping.	
	3. I'm willing to see more live streaming e-commerce events in the future.	Paul (2014)

Data Gathering - The primary method employed for data collection is the utilization of online questionnaire platforms to facilitate the preparation of questionnaires. These questionnaires are subsequently disseminated through various channels such as social software, email, and other questionnaire platforms. The distribution of the official questionnaire took place between June 5 and July 12, 2023. A total of 341 questionnaires were collected, with 32 invalid questionnaires excluded. Ultimately, 309 valid questionnaires were acquired, resulting in a questionnaire validity rate of 90.6%.

5. Results and Discussion

The reliability of the five latent variables in the model was assessed using SPSS 22.0. The research revealed that the Cronbach's alpha coefficient for each latent variable above 0.8, indicating a high level of reliability for the questionnaire scale. Additionally, the variables of the questionnaire underwent principal component analysis. The Kaiser-Meyer-Olkin (KMO) value was found to be 0.930, and Bartlett's sphere test coefficient was determined to be 3860.839. The p-value Sig. was calculated to be 0.000, indicating a high level of validity for the questionnaire data and its suitability for validation factor analysis. Ultimately, the model's convergent validity was assessed. All of the standardized factor loadings exceeded 0.5, the combined reliability C.R. values surpassed 0.7, and the squared deviation extraction values AVE exceeded 0.5. Hence, the model demonstrates strong convergent validity. The findings of the analysis are presented in Table 2.

Table 2. The results of the CFA

Variables	Observational variables	Standardized factor loadings	C.R.	AVE
Perceived usefulness	PU1	0.719	0.7691	0.5263
	PU2	0.743		
	PU3	0.714		
Perceived ease of use	PEOU1	0.810	0.8422	0.6404
	PEOU2	0.773		
	PEOU3	0.817		
Trust	T1	0.706	0.8485	0.5842
	T2	0.779		
	T3	0.826		
	T4	0.741		
Subjective norms	SN1	0.796	0.7867	0.5533
	SN2	0.777		
	SN3	0.650		
Usage intention	UB1	0.776	0.8238	0.6096
	UB2	0.824		
	UB3	0.740		

This paper utilizes a structural equation model fit test to assess the primary indicators, namely χ^2 , χ^2/df , GFI, AGFI, RMSEA, NNFI, IFI, and CFI. The findings of the study indicate that all the values of these model fit indicators align with the acceptable range of values, as presented in Table 3. Hence, the study's model fit can be deemed satisfactory since it effectively aligns with the observed data.

Table 3. Model Fitness Indicators

fitness indicator	reference value	fit value
χ^2	the smaller the better	186.164
χ^2/df	less than 3.0	2.002
GFI	greater than 0.9	0.933
AGFI	greater than 0.8	0.902
RMSEA	less than 0.08	0.055
NNFI	greater than 0.9	0.953
IFI	greater than 0.9	0.976
CFI	greater than 0.9	0.976

Based on the findings of the hypothesis testing as shown in Table 4, it is apparent that among the six research hypotheses created in this study, hypotheses H1, H3, H4, H5, and H6 have shown statistical significance, thereby supporting their validity. The hypotheses put forth in this study posit that the perception of consumers regarding the usefulness of live streaming e-commerce has a positive influence on their intention to utilize it. Additionally, the perception of consumers regarding the ease of use of live streaming e-commerce has a positive impact on their perception of its usefulness. Furthermore, subjective norms of consumers play a positive role in shaping their intention to use live streaming e-commerce. Moreover, the trust that consumers have in live streaming e-commerce has a positive effect on their perception of its usefulness. Lastly, the trust that consumers have in live streaming e-commerce positively influences their intention to use it. Hypothesis H2 fails to satisfy the requirements for validation, namely, the hypothesis positing that the perceived ease of use of live streaming e-commerce by consumers positively influences their inclination to use it is not substantiated.

Table 4. The results of Hypotheses

hypotheses	path	estimate	standard error	Sig.	results
H1	PU→UI	0.401	0.119	***	passed
H2	PEOU→UI	0.044	0.087	0.616	refused
H3	PEOU→PU	0.528	0.065	***	passed
H4	SN→UI	0.314	0.118	0.008**	passed
H5	T→PU	0.335	0.056	***	passed
H6	T→UI	0.352	0.115	0.002**	passed

Notes: ***stand for $p < 0.001$; **stand for $p < 0.01$.

6. Conclusions and Recommendations

Conclusions of the Study - The present study utilizes the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Trust Theory to establish a theoretical framework and develop research hypotheses aimed at investigating consumer behavior in the context of live streaming e-commerce. The theoretical framework comprises five discrete variables, namely consumers' sense of utility, perception of ease of use, trust, subjective norms, and intention to use. To evaluate the soundness of the model and examine the research hypotheses, the researchers apply structural equation modeling, employing data collected via the administration of questionnaires. The findings of the research indicate a statistically significant and positive correlation between consumers' perceived usefulness, consumers' trust, consumers' subjective standards, and their intention to use. There is a lack of statistically significant data to substantiate the proposition that the perceived simplicity of use among customers has a discernible influence on their inclination to engage in live streaming e-commerce. However, it is crucial to recognize that the perceived ease of use and customer trust have a significant positive influence on the perceived utility. Consequently, there exists an indirect influence on customers' propensity to participate in live streaming electronic commerce.

Recommendations - The aforementioned research presents empirical data supporting the notion that customers' tendency to embrace live streaming e-commerce is positively influenced by their perceived usability of this platform. From the standpoint of live streaming e-commerce merchants, it is essential for merchants to provide

clients with products and services of superior quality. This should be done while consistently improving the functionality and variety of their offerings. By doing so, merchants can generate greater utility and value for consumers, thereby augmenting their perception of usefulness. Furthermore, it is imperative for live streaming e-commerce platforms, operating as intermediaries in the e-commerce sector, to ensure a dependable transaction assurance for consumers. This can be achieved by the establishment of a regulatory system, enhanced platform management, and the augmentation of comprehensive services.

The presence of customer trust has a notable and favorable impact on their inclination to engage in usage behavior, while also bolstering consumers' view of the utility of live streaming e-commerce. Nevertheless, the trust of consumers is detrimentally impacted by the loss of consumer finances, the leakage of privacy, the dissemination of misleading propaganda, and a lack of professionalism. It is imperative for governmental entities to expedite the enhancement of legislation and regulations pertaining to electronic commerce, while immediately halting and penalizing instances of cybercrimes and violations against consumers. Merchants seeking to bolster consumer trust should prioritize the enhancement of their credibility and impact with regards to their integrity, commercial acumen, and ethical conduct. Furthermore, it is imperative for merchants to actively engage in collaboration and cooperation with live streaming e-commerce platforms in order to enhance the establishment of technical security measures. This will ensure the provision of a secure and environmentally friendly e-commerce environment for consumers.

Despite the scarcity of research on the impact of subjective norms on customer behavior in the context of live streaming e-commerce, the empirical evidence from this study suggests a noteworthy positive association between consumers' subjective standards and their behavioral intentions. Therefore, the promotion of favorable subjective standards among customers may play a significant role in the progression of live streaming e-commerce. Therefore, it is essential to garner the attention of key stakeholders involved in live streaming e-commerce. First and foremost, it is imperative for live merchants to prioritize the establishment and development of the anchor's personal image. By selecting anchors who are widely recognized and favored by the public, live merchants can effectively influence consumer subjective norms. Furthermore, it is recommended that merchants and live streaming e-commerce platforms integrate the attributes of consumer competence norms in order to develop a well-designed attraction mechanism. This can be achieved through the implementation of strategies such as leveraging big data for precise targeting, enhancing consumer engagement through interactive experiences with friends, and seeking collaborations with public figures for co-branding initiatives and other promotional tactics. In order to achieve the desired herd effect, it is imperative for live streaming e-commerce platforms and merchants to prioritize the improvement of consumer user experience. By doing so, the general public will be more inclined to engage in publicity and marketing activities of their own accord.

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