



**THE INFLUENCING FACTORS OF REPURCHASE BEHAVIOR
OF USERS IN AGRICULTURAL PRODUCT E-COMMERCE
LIVESTREAMING: A CASE STUDY OF EAST BUY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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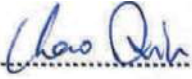
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ABSTRACT

An in-depth examination of consumers' repurchase intention can reveal their genuine acceptance of and sustained engagement with agricultural product livestreaming e-commerce, while helping to identify deficiencies in current livestream sales models. This provides targeted improvement strategies to enhance user retention and optimize repeat purchase conversion. Accordingly, this study addressed the following research objectives: 1) To examine the effect of product trust on repurchase behavior of agricultural products; 2) To examine the effect of customer nostalgia on repurchase behavior of agricultural products and 3) To examine the effect of streamer characteristics on repurchase behavior of agricultural products. To achieve the research objectives, this study adopted a quantitative research approach by designing a structured questionnaire. The questionnaire was distributed via the Wenjuanxing platform across three WeChat groups associated with East Buy. A total of 350 questionnaires were distributed, and after excluding incomplete or invalid responses, 337 valid responses were retained, yielding a 96.3% response rate. The analysis reveals that all three independent variables - product trust, customer nostalgia, and streamer characteristics - significantly and positively predict consumers' repurchase behavior. Based on the findings, this study proposes the following strategic recommendations to enhance repurchase behavior of agricultural products in live-streaming e-commerce contexts: 1) Establishing consumer trust mechanisms, 2) building an emotional service scenario, and 3) playing a pivotal leadership role.

Keywords: repurchase behavior, product trust, customer nostalgia, streamer characteristics, agricultural product, e-commerce

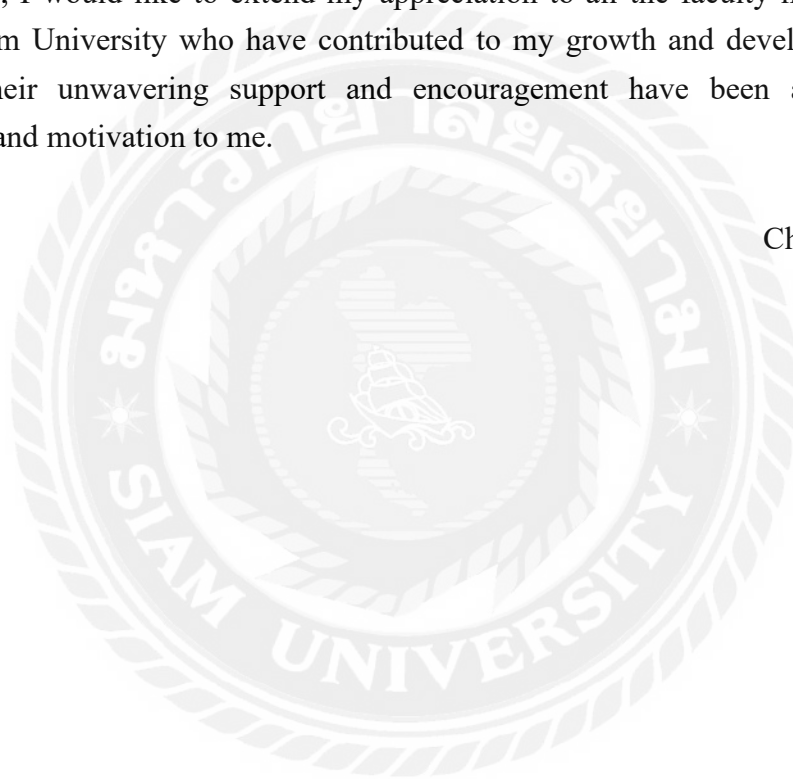
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Chen Mingguo



DECLARATION

I, Chen Mingguo, hereby certify that the work embodied in this independent study entitled “The Influencing Factors of Repurchase Behavior of Users in Agricultural Product E-Commerce Livestreaming: A Case Study of East Buy” is result of original research and has not been submitted for a higher degree to any other university or institution.

(Chen Mingguo)
Sep 23, 2025



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Chapter 1 Introduction

1.1 Background of the Study

With the rapid development of the internet and information technology, e-commerce has become an integral part of people's daily lives. As a new model within the e-commerce ecosystem, livestream commerce has grown explosively, playing a positive role in job creation and economic growth. In April 2022, three Chinese government ministries jointly issued a document advocating for the expansion of e-commerce into rural areas and promoting the healthy development of new business models such as live-streamed sales of agricultural products. Agricultural product livestreaming has emerged as a powerful new sales channel (Dong et al., 2023).

Agricultural product livestreaming continues to play an active role in boosting consumption growth and constantly promotes the expansion and upgrading of consumption. According to the 2024 edition of the "Big Data Analysis Report on Regional E-commerce Development in China," released by the Chinese Academy of International Trade and Economic Cooperation in September 2024, the total online retail sales in rural areas of China reached 2.49 trillion yuan by December 2023, representing a nearly 13-fold increase compared to 2014 (Fan & Luo, 2024). Meanwhile, the online sales of agricultural products nationwide hit 0.58 trillion yuan, marking a year-on-year growth of 12.5%. These figures fully demonstrate the strong growth momentum of e-commerce for agricultural products.

Agricultural product e-commerce livestreaming, conducted via online livestreaming platforms, offers dual benefits: On one hand, it directly connects producers with consumers, eliminating intermediaries, reducing distribution costs, and providing consumers with a more convenient and cost-effective purchasing channel (Li, & Ye, 2020). On the other hand, it expands market access for agricultural products, enhances their added value, builds brand recognition, stimulates rural industrial development, and fosters talent revitalization in rural areas, thereby creating new momentum and opportunities for rural revitalization strategies (Liu, 2017).

1.2 Questions of the Study

Agricultural products, as daily high-frequency consumer goods, rely heavily on

customer repurchase behavior for industrial development. Research indicates that repeat purchases of agricultural products generate significant benefits for operators: returning customers can produce 20%-80% higher profit margins compared to new customers (Yan, 2022).

Live streaming commerce, with its interactivity and social nature, offers consumers a completely new shopping experience. However, unlike traditional e-commerce models, it involves not only consumer behaviors such as “watching live streams” and “making initial purchases” but also—more critically—the ability to achieve “repeat purchases.” In the context of agricultural product live streaming, while viewing streams reflects consumers' interest and recognition and serves as an important foundation for driving purchasing behavior, a single purchase does not automatically lead to sustained repurchasing (Wang et al., 2019). Phenomena such as “high initial purchase volume but low repurchase rates” and “one-time buyers not returning” are widespread. Even after completing an initial purchase, many consumers may not develop stable, long-term repurchase habits, which can easily lead agricultural product live streaming into a dilemma of “initial popularity without lasting sustainability.”

In today's fiercely competitive market, cultivating a loyal customer base with high repurchase rates has become a strategic priority for agricultural operators (Fan, 2019). Loyal consumers not only demonstrate consistent purchasing behavior but also actively recommend quality products through word-of-mouth, thereby effectively reducing customer acquisition costs and enhancing operational efficiency.

Therefore, an in-depth examination of consumers' repurchase intention can reveal their genuine acceptance of and sustained engagement with agricultural product livestreaming e-commerce, while helping to identify deficiencies in current livestream sales models. This provides targeted improvement strategies to enhance user retention and optimize repeat purchase conversion. Accordingly, this study addresses the following research questions:

1. Does product trust have a significant effect on repurchase behavior of agricultural products?

2. Does customer nostalgia have a significant effect on repurchase behavior of agricultural products?

3. Does streamer characteristics have a significant effect on repurchase behavior of agricultural products?

1.3 Objectives of the Study

East Buy is an innovative livestreaming e-commerce platform developed by New Oriental Education & Technology Group, specializing in self-operated agricultural products as its core offering. Leveraging its strong educational background, Oriental Selection has pioneered a unique "knowledge-infused sales" model that successfully integrates educational content with agricultural products. This innovative approach not only boosts product sales but also enriches the consumption experience with cultural value, allowing customers to appreciate knowledge while shopping. Through this platform, agricultural products have transformed from mere commodities into vehicles for knowledge and cultural transmission.

Given these distinctive characteristics, East Buy serves as an exemplary case for studying repurchase behavior in agricultural livestreaming e-commerce. This research aims to achieve the following objectives:

1. To examine the effect of product trust on repurchase behavior of agricultural products.
2. To examine the effect of customer nostalgia on repurchase behavior of agricultural products.
3. To examine the effect of streamer characteristics on repurchase behavior of agricultural products.

1.4 Scope of the Study

Grounding in Expectation Confirmation Theory and Social Support Theory, and through a comprehensive review of relevant literature, this study identified the relationships among key variables (product trust, customer nostalgia, streamer characteristics, and repurchase behavior) and subsequently developed the research framework. Following established measurement scales for these specific constructs, corresponding measurement instruments items were designed.

After completing the scale and questionnaire development, this study conducted rigorous reliability and validity analyses. The validated questionnaire was then administered through the Wenjuanxing platform for data collection, followed by formal investigation procedures.

1.5 Significance of the Study

1.5.1 Theoretical Significance

This study constructs an analytical framework for consumer repurchase behavior, contributing to the theoretical system of e-commerce consumption behavior. With the rapid development of the digital economy, the e-commerce market has evolved into a diversified competitive landscape encompassing both traditional platforms and social commerce platforms. In this context, as consumer demands continue to escalate, the focus of platform competition has shifted from "customer acquisition" to "user retention," making repurchase rate enhancement a critical success factor.

Unlike previous studies that predominantly examined single platforms or limited factors, this research adopts a comprehensive perspective on consumer repurchase behavior across e-commerce platforms. By systematically identifying key influencing factors, it breaks through the limitations of traditional approaches and provides a more macro-level, integrated analysis of repurchase behavior mechanisms. These findings offer substantial support for enriching and refining e-commerce consumption behavior theories.

1.5.2 Practical Significance

Against the backdrop of the growing popularity of the "e-commerce + livestreaming" marketing model for specialty agricultural products, this study conducts a systematic analysis of the distinctive characteristics of agricultural product livestreaming commerce. Adopting an empirical research approach, we examine the key factors influencing consumer repurchase behavior by building upon existing research findings.

The research yields practical implications for livestreaming merchants in terms of operational management and marketing strategies. Specifically, it provides actionable recommendations to help practitioners: (1) enhance profitability, (2) establish premium brand image, and (3) strengthen consumer-platform loyalty. These findings carry significant practical value for the sustainable development of

agricultural product livestreaming commerce.

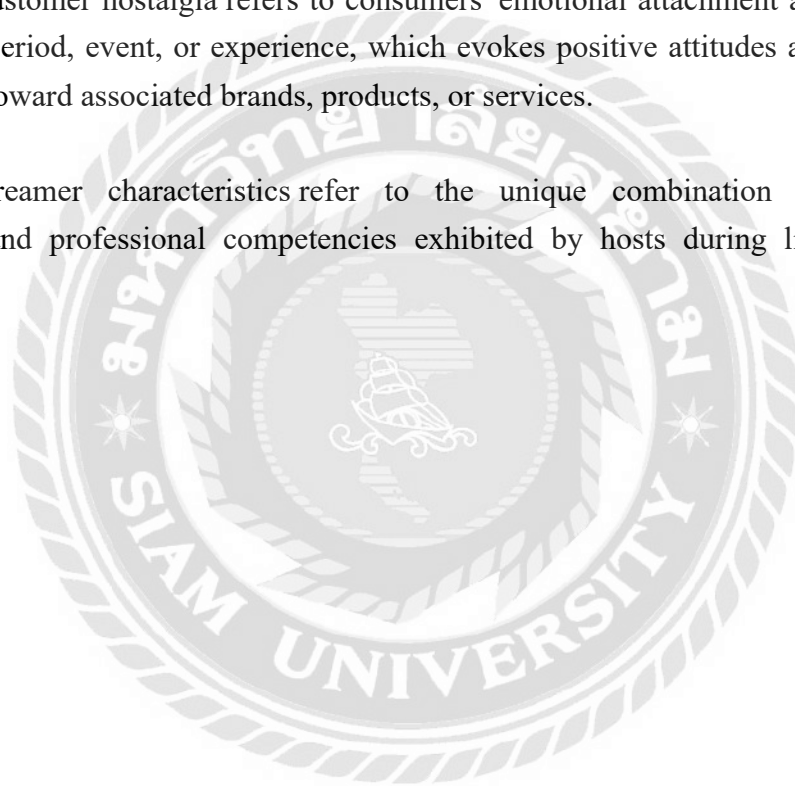
1.6 Definition of Key Terms

(1) Consumer repurchase behavior refers to the act of consumers repeatedly purchasing the same product or service after their initial purchase.

(2) Product trust refers to consumers' confidence in and reliance on a product's quality, performance, safety, and reliability.

(3) Customer nostalgia refers to consumers' emotional attachment and yearning for a past period, event, or experience, which evokes positive attitudes and purchase intentions toward associated brands, products, or services.

(4) Streamer characteristics refer to the unique combination of personal attributes and professional competencies exhibited by hosts during livestreaming activities.



Chapter 2 Literature Review

2.1 Theoretical Foundation

2.1.1 Expectation Confirmation Theory

Expectation Confirmation Theory (ECT) elucidated the intrinsic relationship between consumer satisfaction and repurchase intention. Its core concept, "expectation confirmation," referred to the comparison between consumers' pre-purchase expectations and their post-purchase perceived performance of products/services (Yang, 2022). This post-consumption confirmation level served as a positive determinant of customer satisfaction. The theory posited that consumers' satisfaction with previous product/service experiences significantly influenced their repurchase intentions (Lu, 2021). Therefore, ECT was frequently employed to examine consumer satisfaction and behavioral continuity, including repurchases of specific products or continued usage of particular services.

ECT divides the evaluation of post-purchase consumer behavior into four stages, which consist of five core dimensions: Expectation, Perceived Performance, Confirmation/Disconfirmation, Satisfaction, and Repurchase Intention (Xu & Liu, 2018). When the actual experience meets or exceeds expectations, consumers feel satisfied; conversely, when the actual experience falls short of expectations, it leads to dissatisfaction. The degree of satisfaction directly depends on the magnitude of the gap between expectations and the actual experience. More importantly, satisfaction serves as a critical link influencing subsequent consumer behavior, particularly repeat purchase behavior (repurchase). High levels of satisfaction significantly enhance consumers' trust in and loyalty to a brand, thereby transforming one-time buyers into stable repeat customers (Yan et al., 2021). Therefore, if businesses aim to increase repurchase rates and build long-term customer relationships, the fundamental strategy lies in effectively managing consumer expectations while ensuring that product and service experiences consistently meet or even exceed those expectations. Through this virtuous cycle—"managing expectations → creating satisfying experiences → fostering repurchases"—businesses can shift from short-term transactional success to sustainable growth.

2.1.2 Social Support Theory

Social Support Theory is an interdisciplinary concept that primarily examines the various forms of tangible and emotional assistance individuals obtain from their social

networks when facing stress, challenges, or difficulties, as well as the impact of such support on their physical and mental health, coping abilities, and quality of life (Bao & Yuan, 2019). The core premise of Social Support Theory emphasizes that the structure and quality of an individual's social network profoundly influence their psychological well-being and life satisfaction, thereby creating a valuable resource that fosters a sense of belonging (Shi & Liu, 2005). A strong social support network can effectively buffer the negative effects of life stress, enhance an individual's ability to cope with adversity, and promote overall well-being and development. Furthermore, the theory also addresses the dynamic processes of social support, including the complex interactions involved in seeking, utilizing, and providing support across different situations.

Social support is divided into two dimensions: informational support and emotional support (Wang & Liu, 2015). Specifically, informational support refers to the information resources and perceived practical utility that users acquire within the social commerce environment, which help them solve problems and fulfill needs. Emotional support, on the other hand, focuses on the psychological comfort and emotional interaction that users experience on social networking platforms, encompassing aspects such as care, understanding, recognition, and emotional resonance from others (Wen et al., 2003).

In the context of e-commerce live streaming, the connotation of social support theory takes on a new interpretation. The interactive and real-time nature of live streaming endows social support with greater immediacy and intimacy. Through interactions with the streamer and other viewers, users not only gain opportunities for emotional exchange and problem-solving but also experience a sense of social presence akin to face-to-face communication (Yang & Ma, 2016). This enhanced perception of social presence, by strengthening users' sense of social support, may to some extent influence their repurchase behavior on the live streaming platform.

2.2 Repurchase Behavior

Behavioral intention refers to a consumer's likelihood or propensity to engage in specific actions or activities toward a company or brand after completing a purchase, that is, the subjective probability of an individual performing certain behaviors. Most social behaviors can be accurately predicted through behavioral intentions. These intentions can be categorized as positive or negative, also referred to as retention and defection (Zhang et al., 2016). Positive behavioral intention reflects a customer's

preference for a product or company, leading to increased purchase frequency, a sustained consumption behavior known as retention. Conversely, when consumers develop negative behavioral intentions, they tend to reduce purchase frequency, diminish loyalty to the company, and switch to competitors, a phenomenon termed defection (Zhang et al., 2016).

Philip Kotler, recognized as the father of modern marketing, once articulated a well-known insight: in terms of marketing expenditure, acquiring a new customer costs five times as much as retaining an existing one (Guo et al., 2021). Moreover, in terms of corporate profit, an existing customer generates fifteen times more revenue than a new customer. Therefore, effectively managing relationships with existing customers, preventing customer churn, enhancing satisfaction and loyalty toward the company's products or services, and maintaining repurchase behaviors have become crucial pathways and ultimate goals for maximizing corporate value (Liu et al., 2021). This focus represents a key area of emphasis for both business practitioners and researchers today.

Therefore, consumer repurchase behavior refers to the act of consumers repeatedly purchasing the same product or service after their initial purchase. This behavior serves as an important indicator of brand satisfaction and customer loyalty (Guo & Zhang, 2017). Wei et al. (2022) posited that repurchase behavior referred to a customer's decision, based on prior consumption experiences and aimed at fulfilling their needs, to buy a product again from the same supplier. This implied that predicting consumers' repurchase behavior hinged critically on the analysis of their historical consumption experiences. As a critical component of consumer behavior research, the study of repurchase behavior holds significant value for e-commerce platforms to optimize marketing strategies and enhance market competitiveness (Shen & Dai, 2021).

Research on the driving factors of repurchase behavior has been a focal point in the field of marketing. Yan et al. (2023) confirmed through research that customer trust is a key factor influencing repurchase behavior. Zhang et al. (2021) utilized structural equation modeling to explore the impact of factors such as e-commerce live streamer characteristics, product trust, and customer nostalgia on repurchase behavior.

2.2.1 Product Trust

Product trust refers to consumers' confidence in and reliance on a product's

quality, performance, safety, and reliability. Product trust is a pivotal factor influencing consumers' repurchase behavior. The higher consumers' trust in specific products, the stronger their intention to make repeat purchases (Feng, 2021). In livestream e-commerce scenarios, when consumers acquire comprehensive information about agricultural products' quality characteristics and production processes through livestream content, their trust in the featured products increases significantly (Guo & Gao, 2022). This enhanced trust not only facilitates initial purchase conversion but more importantly leads to sustained repurchase behavior. Based on satisfactory previous shopping experiences, consumers develop loyalty toward the livestream channel, becoming more inclined to repeatedly choose the same platform for purchasing similar agricultural products, ultimately forming stable consumption habits.

Information economics posited that enhancing signal display was a crucial approach to addressing information asymmetry (Zhang & Xu, 2021). In the context of live-streaming commerce, hosts effectively strengthened signal transmission by providing abundant information about agricultural products. This enabled consumers to gain a more comprehensive understanding of the products' high quality, safety, and nutritional value. Such information dissemination boosted consumers' trust in the products, thereby encouraging repeat purchasing behavior.

2.2.2 Customer Nostalgia

In the field of consumer behavior, nostalgia is regarded as an emotional experience, though a unified definition has yet to be established. Broadly speaking, it can be divided into two perspectives: one views nostalgia as a positive emotion, while the other regards it as a negative emotion. Proponents of the positive view consider nostalgia to be associated with warm and joyful memories of the past, representing a positive emotional experience (Li & Zhang, 2020). Shen and Dai (2021) suggested that nostalgia refers to an individual's longing for past people, things, experiences, or even feelings. On the other hand, supporters of the negative view argue that nostalgia arises when consumers recall past joys in present consumption contexts but feel depressed, helpless, or even distressed by the inability to relive those moments.

In this study, customer nostalgia refers to consumers' emotional attachment and yearning for a past period, event, or experience, which evokes positive attitudes and purchase intentions toward associated brands, products, or services. This phenomenon reflects consumers' psychological need for emotional fulfillment through revisiting

the past (Xu, 2018).

Several studies employing the S-O-R theoretical framework demonstrated the significant explanatory power of nostalgia in consumer behavior research. Empirical evidence revealed that customers' nostalgic sentiments exerted a marked influence on consumption intentions and purchasing behaviors (Gu, 2019). Specifically, research on brand perception established that both interpersonal nostalgia and image nostalgia significantly affected customers' repurchase intentions. These findings provided valuable references for enterprises to develop effective nostalgia marketing strategies, particularly in confirming nostalgia's dual impact on emotional responses (subjective wellbeing) and behavioral outcomes (recreation behavior intentions) (Li & Jia, 2021). The collective results underscored nostalgia's role as a potent psychological stimulus capable of triggering specific consumer responses through emotional pathways.

2.2.3 Streamer Characteristics

Streamer characteristics refer to the unique combination of personal attributes and professional competencies exhibited by hosts during livestreaming activities. These encompass, but are not limited to, physical presence, verbal communication skills, interactive abilities, subject matter expertise, and personal charisma. Such distinctive qualities significantly influence viewers' emotional engagement and purchasing decisions (Lu & Li, 2017).

Xie et al. (2021)'s research demonstrated that during e-commerce livestreams, the immersive and pleasurable experiences created by hosts' distinctive product explanations and scenario-based demonstrations not only engaged consumers but more importantly translated into sustained repurchase behavior. Research by Meng et al. (2020), focusing on the field of psychological cognition, demonstrates that the high level of interaction between hosts and viewers in live streams can effectively enhance consumers' identification with the products. This sense of identification not only facilitates initial purchases but also serves as a key foundation for fostering consumer loyalty and driving repeat purchasing behavior.

Further research by Yang (2022) revealed that elements such as interactive live-stream communication, host charisma, and humor significantly enhance consumers' perceived value. This heightened perceived value directly strengthens consumer satisfaction and engagement, thereby actively promoting repeat purchasing behavior.

2.3 Conceptual Framework

The conceptual framework of this study is shown in Figure 2.1.

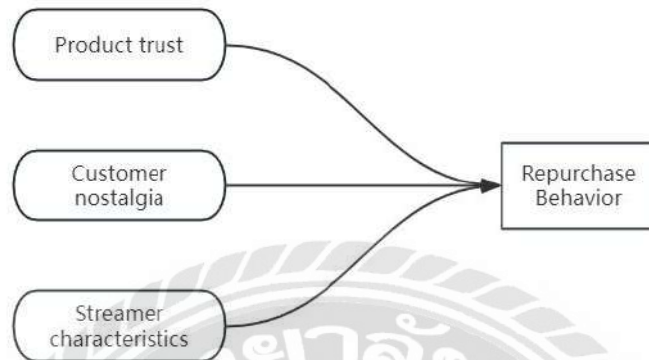


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

To achieve the research objectives, this study adopted a quantitative research approach by designing a structured questionnaire. Based on the characteristics of the Oriental Selection live-streaming platform and drawing on existing academic research, this study designed and optimized scales for product trust, customer nostalgia, streamer characteristics, and repurchase behavior. A survey questionnaire tailored to the research objectives was developed, and valid data were collected through questionnaire distribution.

3.2 Population and Sample

East Buy, led by Yu Minhong, is a live-streaming e-commerce company established as part of New Oriental's strategic transformation. Its founder, Yu Minhong, defines it as an agricultural product technology company. On December 28, 2021, New Oriental announced the launch of East Buy, marking its entry into the live-streaming e-commerce sector with a focus on agricultural products. After a quiet initial six-month period, East Buy gained widespread popularity on the Douyin platform in June 2022 through its unique "knowledge-infused sales" approach, leading to a rapid increase in both live-stream viewership and fan count. In March 2023, New Oriental Online officially changed its name to East Buy.

In August 2022, two months after its rapid rise to fame, East Buy launched its own dedicated mobile app, which was seen by the industry as its first step toward building an independent platform. This was followed by the rollout of a WeChat mini-program and a Tmall flagship store, initiating an omni-channel business strategy with a presence across multiple platforms including Taobao, WeChat, and Xiaohongshu. By December 28, 2022, the company had expanded its account matrix on Douyin to six specialized accounts covering segments such as alcoholic beverages, cultural tourism, and books, amassing a total following of over 36 million fans.

Moving beyond the conventional focus solely on product promotion, East Buy pioneered a new model of "knowledge + e-commerce." Within the Douyin ecosystem, it has built an account matrix that precisely targets niche audiences, providing a valuable practical example for the live-streaming e-commerce industry in constructing

diversified account systems and broadly engaging users.

This study conducted a questionnaire survey through three WeChat groups associated with "East Buy" to precisely reach its core user base. The respondents were active members within these communities, who exhibit the following typical characteristics: Firstly, as participants in the East Buy community, they have a high level of acceptance towards live streaming of agricultural products. Secondly, the trust established through the WeChat groups effectively enhances the quality of questionnaire responses. Finally, such users often have repeat purchase experiences, which can provide valid empirical data for this study.

3.3 Hypothesis

Relevant literature indicates that product trust, customer nostalgia, and streamer characteristics have been shown to significantly influence consumers' repurchase behavior. Based on this, the following hypotheses are proposed:

- (1) There is a positive influence of product trust on the repurchase behavior of agricultural products.
- (2) There is a positive influence of customer nostalgia on the repurchase behavior of agricultural products.
- (3) There is a positive influence of streamer characteristics on the repurchase behavior of agricultural products.

3.4 Research Instrument

Section 1: Participant Screening

To ensure the precision of the research subjects, the initial part included screening questions asking respondents Have you ever watched an East Buy e-commerce live stream and purchased agricultural products through this channel? This helped enhance the validity and reliability of the collected data.

Section 2: Demographic Information

This section gathered respondents' basic information, including gender, age, educational background, occupation, and monthly income level as key demographic variables.

Section 3: Core Measurement Items

The main section focused on factors influencing consumers' repurchase behavior, measuring as product trust, customer nostalgia, streamer characteristics, and repurchase intention using a 5-point Likert scale. Respondents were asked to provide honest responses based on their experiences.

Table 3.1 Questionnaire Items

Product Trust Scale	
1	I find the quality of agricultural products sold on this live streaming platform to be reliable.
2	I believe the descriptions of agricultural products provided on this live streaming platform are truthful and credible.
3	This live streaming platform takes responsibility when issues arise with the agricultural products.
4	I trust that this live streaming platform will honor its commitments to consumers (such as freshness guarantees, compensation, etc.).
5	I feel assured when purchasing agricultural products on this platform.
6	This live streaming platform has a good reputation for controlling the quality of agricultural products.
Customer Nostalgia Scale	
1	Seeing these agricultural products brings back good memories for me.
2	I miss the traditional tastes or lifestyle that these agricultural products represent.
3	The live stream content evokes a warm emotional connection to the past for me.
4	The scenes described during the live stream make me nostalgic for the simpler life of the past.
Streamer Characteristics Scale	
1	I believe this streamer possesses extensive professional knowledge about agricultural products.
2	The streamer's language is clear and engaging.
3	This streamer can interact with the audience sincerely.
4	The streamer's explanations about the products are highly professional.
5	This streamer can stimulate my interest in watching the live stream.
6	The streamer has a unique personal charm.
Repurchase Behavior Scale	
1	I am willing to repurchase agricultural products through this live

	streaming platform.
2	I plan to continue following this live streaming platform and purchase its agricultural products.
3	I would recommend this live streaming platform's agricultural products to friends and family..
4	I have purchased agricultural products multiple times on this live streaming platform

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Questionnaire Reliability Analysis

Reliability testing is a statistical quality control method used to evaluate the consistency and stability of a measurement scale, and it is usually performed before hypothesis testing. To ensure the questionnaire data were highly trustworthy, this study first conducted a rigorous reliability analysis.

Table 3.2 Questionnaire Reliability Analysis Results

Scale	Item	Cronbach's α
Product trust	6	0.788
Customer nostalgia	4	0.864
Streamer characteristics	6	0.837
Repurchase behavior	4	0.794

The reliability test results demonstrated high internal consistency for all variables, with Cronbach's alpha values exceeding the 0.7 benchmark: product trust (0.788), customer nostalgia (0.864), streamer characteristics (0.837), and repurchase behavior (0.794). This indicates excellent reliability and stable measurement performance, fulfilling the requirements for this study.

3.5.2 Questionnaire Validity Analysis

Table 3.3 Questionnaire Validity Analysis Results

KMO Value		0.801
The Sphericity Test of the Bartlett	Approximate chi-square	1782.416
	df	176
	Sig.	0.000

Referring to the results in Table 3.3, the overall KMO measure for the sample is 0.801. Since this value exceeds the threshold of 0.7, it indicates that the data are suitable for factor analysis. Furthermore, the p-value for Bartlett's test of sphericity is 0.000, which is less than 0.05, confirming that the data passed the test.

In other words, a Kaiser-Meyer-Olkin (KMO) value greater than 0.7 indicates that the data collected via the questionnaire are suitable for factor analysis, thereby satisfying the requirement for validity.

3.6 Data Collection

After ensuring reliability and validity through preliminary tests, the questionnaire was distributed via the Wenjuanxing platform across three WeChat groups associated with East Buy. A total of 350 questionnaires were distributed, and after excluding incomplete or invalid responses, 337 valid responses were retained, yielding a 96.3% response rate.

3.7 Data Analysis

This study used SPSS software to analyze the questionnaire data to assess the reliability and validity of the scales, thereby ensuring their appropriateness and effectiveness. The subsequent empirical analysis was conducted only after these statistical tests were conducted. The data analysis process of this study consisted of three core steps. Firstly, descriptive statistical analysis was employed to characterize the respondent profile. Subsequently, Pearson correlation analysis was conducted to examine the linear relationships between pairs of variables. Ultimately, a multiple linear regression model was established to precisely evaluate the net impact effects of multiple independent variables on the dependent variable, thereby empirically testing the research hypotheses.

Chapter 4 Findings

4.1 Descriptive Statistical Analysis of Respondents

Table 4.1 Descriptive Statistical Analysis Results

Items	Category	Number	Percentage (%)
Gender	Male	129	38.28
	Female	208	61.72
Age	Below 20 and 20	21	6.23
	21-30	63	18.69
	31-40	77	22.85
	41-50	114	33.83
	51 and above	62	18.40
Education background	Below bachelor's degree	32	9.50
	Bachelor's degree	171	50.74
	Master's degree	92	27.30
	PHD degree	42	12.46
Occupation	Government/Public Institution/Civil Servant	47	13.95
	Corporate Employee	84	24.93
	Self-employed/Business owner	62	18.40
	Freelancer	73	21.66
	Student	31	9.20
	Currently Unemployed	29	8.61
	Other Occupation	4	1.19
	Other Occupation	7	2.06
Monthly income	Below 3000yuan	26	7.72
	3001-6000yuan	114	33.83
	6001-10000yuan	149	44.21
	Above 10001yuan	48	14.24

The demographic characteristics of the respondents are shown in Table 4.1. In terms of gender distribution, female respondents accounted for 61.72%, significantly higher than males (38.28%). The age structure indicates that the 41-50 age group represented the largest proportion at 33.83%, followed by the 31-40 age group at 22.85%, demonstrating that middle-aged and young adults constituted the primary respondent population. Regarding education background, only 9.50% of respondents held qualifications below a bachelor's degree, reflecting the overall high education level of the sample. Occupational distribution showed diversified characteristics:

corporate employee accounted for 18.40%, freelancer 9.20%, self-employed/business owner 21.66%, government/public institution staff 13.95%, and students 8.61%, with other occupations representing smaller proportions. In terms of income levels, the middle-income group (6,001-10,000 yuan) formed the largest segment at 44.21%. Overall, the respondents were predominantly middle-aged and young females with medium-to-high education levels and middle-range incomes - a demographic profile typically associated with stronger purchasing power and decision-making authority, thereby providing a reliable data foundation for this study.

4.2 Correlation Analysis

Table 4.2 Correlation Analysis Results

Dimension	Product trust	Customer nostalgia	Streamer characteristics	Repurchase behavior
Product trust	1			
Customer nostalgia	0.515**	1		
Streamer characteristics	0.558**	0.473**	1	
Repurchase behavior	0.614**	0.524**	0.573**	1

Table 4.2 demonstrated that product trust, customer nostalgia, and streamer characteristics all showed positive correlation coefficients with repurchase behavior, with all relationships being statistically significant at the 1% level ($p < 0.01$). These significant positive correlations indicated that these variables were appropriately related to the outcome measure, thereby justifying further regression analysis to examine their predictive relationships with repurchase behavior and validate the research objectives.

4.3 Multiple Regression Analysis

Table 4.3 Multiple Regression Analysis Results

	Non-standardized coefficient		Standardized coefficient	t	p	VIF	R ²	Adjusting R ²	F
	B	Standard Error	Beta						
(Constant)	0.535	0.127	-	5.013	0.000		0.562	0.556	129.44
Product trust	0.421	0.172	0.455	6.211	0.000	1.211			
Customer nostalgia	0.516	0.031	0.382	5.395	0.000	1.146			
Streamer characteristics	0.373	0.069	0.297	11.274	0.000	1.207			

The multiple regression analysis results presented in Table 4.3 demonstrate good model fit and explanatory power ($R^2=0.562$, adjusted $R^2=0.556$), with a statistically significant F-value of 129.44 ($p<0.001$), indicating the model's validity.

The analysis reveals that all three independent variables - product trust, customer nostalgia, and streamer characteristics - significantly and positively predict consumers' repurchase behavior (all $p<0.001$). Among these predictors, product trust exhibits the strongest influence (standardized $\beta=0.455$), followed by customer nostalgia ($\beta=0.382$), while streamer characteristics show a relatively smaller yet still significant effect ($\beta=0.297$).

The variance inflation factors (VIF) for all independent variables range between 1.146 and 1.211, well below the critical threshold of 5, confirming the absence of multicollinearity issues. The significant constant term ($t=5.013$, $p<0.001$) further validates the appropriateness of the model specification.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

Based on the empirical analysis of "The Influencing Factors of Repurchase Behavior of Users in Agricultural Product E-Commerce Livestreaming: A Case Study of East Buy," this study draws the following conclusions:

As a popular e-commerce model, live-streaming commerce has become deeply integrated into daily life. Grounded in Expectation Confirmation Theory and Social Support Theory, and building on existing research, this study investigated the influence mechanisms of product trust, customer nostalgia, and streamer characteristics on the repurchase behavior of agricultural products. Using a quantitative approach to test the hypotheses, the following conclusions are drawn:

(1) There is a positive influence of product trust on the repurchase behavior of agricultural products; (2) There is a positive influence of customer nostalgia on the repurchase behavior of agricultural products; and (3) There is a positive influence of streamer characteristics on the repurchase behavior of agricultural products. These findings are consistent with the research hypothesis proposed in Chapter 3.

(1) Product trust has a significant positive impact on consumers' repurchase behavior. High-quality agricultural products often face challenges such as perishability and difficulties in storage and transportation. As a result, consumers pay particular attention to information regarding product quality, safety, functionality, and origin. During live streaming sessions, if users can obtain comprehensive and detailed product information, enabling them to accurately understand the agricultural products being promoted, their trust in the products will increase accordingly. This trust not only facilitates initial purchase decisions but also serves as a key factor in establishing long-term consumer relationships and promoting repeat purchase behavior.

(2) Customer nostalgia has a significant positive impact on repurchase behavior. During live streaming sessions, hosts effectively evoke viewers' emotional resonance and nostalgia by narrating the traditional craftsmanship, local memories, or past life scenarios associated with the products. The nostalgic experience triggered by the products fosters consumers' emotional identification, leading them to view purchasing as an continuation of cherished memories and an emotional sustenance. This nostalgia-based emotional bond not only facilitates initial purchases but also deepens

the long-term emotional connection between customers and the brand, thereby continuously promoting repeat purchase behavior. It is worth noting that purchase behavior driven by nostalgia possesses distinct emotional continuity. Consumers are paying not only for the product's functionality but also for the emotional experience. When a product successfully evokes consumers' nostalgia and fulfills their emotional expectations, this positive experience forms a consumption memory. As a result, when subsequent needs arise, consumers tend to prioritize the same product, establishing a stable pattern of repeat purchasing.

(3) Streamer characteristics have a significant positive impact on repurchase behavior. When consumers perceive a high degree of alignment between the streamer's image and product attributes, their sense of pleasure during the live stream increases significantly. The streamer's demonstrated professionalism and personal style, when well-matched with product characteristics, can strengthen consumers' understanding and recognition of the product's value and functionality. This perception of consistency helps foster a stronger sense of connection, trust, and identification with the streamer. As a result, even viewers without initial purchase intentions may be stimulated to develop buying interest. More importantly, the credible image and enjoyable interactive experience created by the streamer's traits can effectively cultivate long-term consumer preferences, thereby exerting a sustained positive impact on repeat purchase behavior.

5.2 Recommendation

5.2.1 Establishing Consumer Trust Mechanisms

Businesses can enhance the value proposition of agricultural products by diversifying their functional benefits, thereby creating differentiated value perceptions for consumers. A practical implementation involves live demonstrations of farming activities (e.g., harvest processes) during livestream sessions, which enables consumers to virtually experience product quality and growing environments firsthand. This approach ensures complete supply chain transparency from production to consumption, while providing authentic product information to significantly reduce consumers' perceived uncertainties.

On one hand, live streaming platforms must strictly control the quality and safety of agricultural products in accordance with national food safety standards, thereby improving the overall quality and safety level of products on the platforms. This ensures that agricultural products are "safe to buy and reliable to use," building

consumer confidence. On the other hand, a healthy sales environment and market atmosphere should be established to promote the long-term sustainable development of live streaming e-commerce. This includes standardizing industry regulations, such as establishing social industry associations like a live streaming commerce association, to rectify and regulate unethical marketing practices such as fake orders, paid reviews, and the sale of counterfeit goods. A harmonious live streaming shopping environment should be fostered, and a mutual supervision and reporting mechanism among platforms should be implemented to establish fair competition within the industry.

Additionally, given that agricultural products are perishable and challenging to store and transport, it is essential to improve the supporting service system for live streaming commerce. This includes expanding the coverage and direct reach of cold chain logistics and building a comprehensive logistics and delivery network to solve the "last mile" problem in the sales of agricultural products. At the same time, after-sales service levels should be enhanced and refined, ensuring efficient handling of returns and exchanges. High-quality and attentive service will meet consumers' psychological needs and strengthen their trust.

5.2.2 Building an Emotional Service Scenario

In the context of e-commerce live streaming, when purchasing agricultural products, consumers not only focus on product quality but also seek emotional resonance and interpersonal warmth through interactive experiences. Therefore, while providing authentic and intuitive product displays, the live stream should also focus on creating an interpersonal-rich consumption scenario, optimizing interactive processes, and strengthening emotional connections with the audience.

The live streaming team should enhance training, and the streaming party should consistently adhere to a "people-oriented, customer-as-friend" service philosophy. By establishing trust through professional and sincere interactions, they can evoke viewers' interpersonal nostalgia for , traditional farming, or past life experiences, thereby strengthening emotional identification with the agricultural products. This, in turn, enhances repeat purchase intention and gradually fosters a highly engaged fan community.

Furthermore, the streaming party should actively utilize platform features to build a community-like atmosphere, promoting emotional resonance and content sharing among viewers to reinforce the role of nostalgia in driving repurchase

behavior. For example, through interactive bullet chats and guided discussions in the comment section (e.g., sharing stories of "the taste of childhood"), viewers can be encouraged to share product-related memories. Light interactive activities such as "Hometown Cuisine PK" or "Memory Ingredient Voting" can enhance a sense of participation and belonging. Regularly organizing thematic live streams aligned with traditional festivals or regional culture can create shared emotional memory points for viewers, activating collective nostalgia and effectively promoting repeat purchase behavior for agricultural products.

5.2.3 Playing a Pivotal Leadership Role

As key opinion leaders in livestreaming sessions, hosts should enhance their professional competencies through targeted personality development training and image management. By maintaining rigorous professional standards to ensure the quality of agricultural products meets specifications and conveying authentic, accurate product information to consumers, they can effectively drive purchasing behavior. At the same time, hosts must avoid vulgarized content and consistently elevate the quality of their presentations.

Streamers can strive to innovate live streaming content by deeply exploring the unique value of agricultural products, such as their origins, functional benefits, and production methods. They should also delve into the cultural significance behind the products, sharing relevant stories to fully present the quality and details of the items to consumers. By developing a distinctive style and paying attention to consumers' underlying needs, streamers can align their image with the products they promote, thereby enhancing the virtual experience and sense of enjoyment for consumers.

Secondly, streamers can create fan communities (such as Douyin or WeChat fan groups) to interact and engage with followers. This helps build close-knit networks between the streamer and consumers, as well as among consumers themselves, strengthening trust and recognition toward the streamer and the products.

Finally, streamers should maintain a consistent and trustworthy image that aligns with the products they represent, avoiding any involvement in negative incidents, such as the tax evasion case involving Viya, which could significantly damage consumer trust and credibility. During live streams, streamers should also remind viewers of the convenience and security of payment options, inform them of the supported payment methods, assist with any payment-related issues, and guide consumers to complete repeat purchases smoothly

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Appendix

Dear Sir/Madam,

Greetings! Thank you very much for taking the time out of your busy schedule to participate in this survey. This is an academic questionnaire aimed at exploring the factors influencing consumers' repurchase behavior.

We assure you that the survey results will be used solely for academic research purposes and will not cause you any negative impact. Please feel free to respond openly. All the information and responses you provide will be kept strictly confidential.

Please read the instructions and each item carefully. Answer based on your actual feelings and opinions—there are no right or wrong answers. What matters is that your responses reflect your genuine thoughts. Your honest feedback is crucial for helping us draw accurate conclusions.

This questionnaire is conducted anonymously. Thank you once again for your cooperation and support!

Screening Question

Have you ever watched an East Buy e-commerce live stream and purchased agricultural products through this channel?

Basic Information

1. Your gender:
 - Male
 - Female
2. Your age:
 - Below 20 and 20
 - 21-30
 - 31-40
 - 41-50
 - 51 and above
3. Your educational background:
 - Below bachelor's degree
 - Bachelor's degree
 - Master's degree
 - PHD degree
4. Your position:

- Government/Public
- Institution/Civil Servant
- Corporate Employee
- Self-employed/Business owner
- Freelancer
- Student
- Currently Unemployed
- Other Occupation

5. Your monthly income:

- Below 3000yuan
- 3001-6000yuan
- 6001-10000yuan
- Above 10001yuan

Questionnaire

Please indicate the extent of your agreement with the following statements based on your actual feelings and experiences, using the scale provided, where 1 = Strongly Disagree and 5 = Strongly Agree.

No.	Items	1	2	3	4	5
1	I find the quality of agricultural products sold on this live streaming platform to be reliable.					
2	I believe the descriptions of agricultural products provided on this live streaming platform are truthful and credible.					
3	This live streaming platform takes responsibility when issues arise with the agricultural products.					
4	I trust that this live streaming platform will honor its commitments to consumers (such as freshness guarantees, compensation, etc.).					
5	I feel assured when purchasing agricultural products on this platform.					
6	This live streaming platform has a good reputation for controlling the quality of agricultural products.					
7	Seeing these agricultural products brings back good memories for me.					
8	I miss the traditional tastes or lifestyle that these agricultural products represent.					

9	The live stream content evokes a warm emotional connection to the past for me.					
10	The scenes described during the live stream make me nostalgic for the simpler life of the past.					
11	I believe this streamer possesses extensive professional knowledge about agricultural products.					
12	The streamer's language is clear and engaging.					
13	This streamer can interact with the audience sincerely.					
14	The streamer's explanations about the products are highly professional.					
15	This streamer can stimulate my interest in watching the live stream.					
16	The streamer has a unique personal charm.					
17	I am willing to repurchase agricultural products through this live streaming platform.					
18	I plan to continue following this live streaming platform and purchase its agricultural products.					
19	I would recommend this live streaming platform's agricultural products to friends and family..					
20	I have purchased agricultural products multiple times on this live streaming platform					