

Study of the Purchasing Intention of Tourists for Guizhou Intangible Cultural Heritage Batik Products

Yaguang Jin^{1*}, Jacky Mong Kwan Watt²

¹ Universitas Bangkok Utara, Indonesia e-mail: movich3380@gmail.com

² Universitas Bangkok Utara, Indonesia e-mail: drwattnbu@gmail.com

* Corresponding Author : Yaguang Jin

Abstract: This study explores the influence of live streaming mode on the purchase intention of tropical fruits among consumers in Henan, China, in the context of the rapid growth of e-commerce. Live streaming has emerged as a dynamic and interactive platform that enables real-time engagement between sellers and buyers, offering visual product demonstrations and instant feedback opportunities. The research focuses on three critical factors affecting purchase intention: perceived trust, perceived value, and perceived risk. A quantitative research design was employed, collecting data from 392 participants through structured questionnaires. The analysis indicates that interactive communication, transparent information sharing, and authentic presentations during live streaming significantly enhance perceived trust and perceived value. Higher perceived trust fosters a stronger sense of reliability toward sellers, while increased perceived value motivates consumers by highlighting product quality, freshness, and fair pricing. Furthermore, effective live streaming strategies can substantially reduce perceived risks related to product authenticity, quality uncertainty, and transaction security, creating a more favorable purchase environment. The results suggest that the integration of engaging storytelling, professional product showcasing, and active audience interaction serves as a catalyst for influencing consumer attitudes and behaviors toward purchasing tropical fruits. This study enriches the existing literature on live streaming commerce by highlighting its psychological and behavioral impacts on consumer decision-making. In practical terms, the findings offer actionable insights for marketers and fruit sellers, emphasizing the importance of building trust, delivering genuine product experiences, and minimizing risks to maximize purchase intentions. These strategies are particularly relevant for agricultural e-commerce in Henan, where live streaming can bridge the gap between rural producers and urban consumers. Overall, this research provides both theoretical contributions to the study of digital consumer behavior and practical guidance for optimizing live streaming as a competitive marketing tool in the fresh produce industry.

Received: July,17,2025;

Revised: July,31,2025;

Accepted: August,09,2025;

Online Available: August,11,2025;

Curr. Ver.: August,11,2025;



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Keywords: Live Streaming Mode, Purchase Intention, Tropical Fruits

1. Introduction

At the macro level, China's Internet industry is rapidly moving towards standardization and value. The iterative innovation in mobile Internet technology is profoundly reshaping the consumption landscape in the Central Plains, promoting a transformation towards shared, scenario-based, and diversified consumption [1]. Henan Province, renowned for its large population and robust economy, has consistently improved the penetration rate and depth of Internet use, resulting in highly mature online payment habits. Specifically, the province's

online shopping market has steadily expanded, its platform ecosystem has become increasingly diversified and standardized, and new formats, such as live e-commerce, have accelerated the evolution towards content-driven experiences and entertainment [2]. "Fingertip shopping" has become the mainstream consumption method among Henan consumers, particularly among young people and urban residents. This shift has established a robust user base for the online distribution of various commodities, including fresh agricultural products [3]. As the national online shopping industry matures and transaction volumes rise, major e-commerce platforms are optimizing their categories, logistics, and services while deepening their market penetration into Henan's vast county and rural areas. They are also actively exploring new opportunities in niche markets. Fresh agricultural product e-commerce has emerged as a competitive area due to its significant market potential. In this context, consumers in Henan Province, despite being a non-tropical fruit origin, are increasingly demanding high-quality, specialty fresh produce, particularly tropical fruits from distant regions. This demand is growing significantly with the improvement of cold chain logistics capabilities and the expansion of e-commerce services [4]. The large consumer population, rising consumption capacity, and a desire for improved quality of life have all contributed to the strong demand for exotic specialty fresh products, especially tropical fruits, in the Henan market.

2. Research Objectives

This study explores Henan consumers' purchase intention on tropical fruits through live-streaming platforms with the following objectives: To examine the influencing mechanisms of enhancing the Henan consumers' purchase intention through live streaming based on perceived risk, value, and trust. To offer suggestions for the tropical fruit sales in Henan, a non-tropical area of producing exotic foods through live streaming to enhance consumers' purchase intention through enjoyment and value perception.

Theoretical Foundation

Definition of the Theory of Planned Behavior on Purchase Attitude and Behavior

Ajzen introduced the Theory of Planned Behavior (TPB), which builds upon the foundation of the theory of rational behavior and views consumer behavior as fundamentally rational [5]. At the heart of the TPB is the concept of behavioral intention, which reflects an individual's likelihood of engaging in a specific behavior. This behavioral intention is recognized as the most significant predictor of actual behavior. Three key factors influence behavioral intention: behavioral attitude, subjective norm, and perceived behavioral control: Behavioral Attitude: This aspect pertains to the individual's evaluation of the behavior in question, specifically their willingness to engage in it. Subjective Norm: This factor encompasses the perceived social pressure or influence from significant others—such as friends, family, or social groups—that affects the individual's decision to perform a behavior. Perceived Behavioral Control: This refers to the individual's assessment of how easy or challenging it is to execute the behavior, taking into account the resources available to them, the opportunities they believe they have, and the potential obstacles they anticipate facing.

Definition of Perceived Value Theory on Purchase Intention on Live Streaming

The Perceived Risk Theory is a significant contribution to the field of psychological and behavioral research, explaining issues related to consumers' willingness to buy, purchasing behavior, and other relevant aspects of consumer behavior [6]. The theory suggests that individuals face specific risks when making shopping decisions. Since the quality of the decision is unknown, individuals may experience negative emotions as a result. The impact of product quality and logistics services can be best reflected in the spectrum of willingness among non-origin consumers to purchase agricultural products [7]. This theory is suitable for explaining the formation mechanism of risks in agricultural product live broadcasts and their impact on online shopping willingness. It can provide theoretical support for the study of consumers' desire to purchase fresh agricultural products online in the e-commerce live broadcast scenario.

Definition of Terms

The purchase intention for tropical fruits through live streaming in China has gained significant attention, driven by the popularity of social commerce and the engaging nature of

live streaming platforms. Consumers are increasingly drawn to the interactive experience that live streaming offers, allowing them to see products in real-time, receive immediate feedback, and engage with hosts who often provide detailed information about the products' quality, origins, and health benefits. This format enhances trust and reduces uncertainty, which are crucial factors in purchasing decisions. Additionally, promotional strategies, such as limited-time offers and discounted prices during live streams, further incentivize purchases [8].

The perceived risk linked to buying fruits through live streaming plays a crucial role in shaping consumers' intentions to make a purchase. This risk can be assessed through various dimensions. One key aspect is performance risk, where consumers express concerns regarding the quality and freshness of the fruits showcased. Given that live streaming involves real-time demonstrations, there is an inherent uncertainty about whether the delivered product will align with the expectations established during the stream. Moreover, financial risk is another consideration; consumers may worry about the possibility of financial loss if the product fails to meet their expectations or if the transaction proves to be fraudulent [9].

The perceived value of fruits presented through live streaming has a significant impact on consumers' purchasing intentions. When evaluating their decision, consumers weigh the anticipated benefits against the associated costs. Effective live streaming that highlights the quality, freshness, and unique features of the fruits can enhance this perceived value. Moreover, the interactive nature of live streaming offers consumers the opportunity to engage with presenters, ask questions, and receive immediate feedback, which can further increase their confidence in the product. Emotional factors also contribute to this dynamic; consumers often experience enjoyment and a sense of connection during live streams, which can enhance their overall satisfaction with the shopping experience [10].

Perceived trust is a vital factor that influences consumers' intention to purchase fruits through live streaming. When consumers have confidence in the credibility of the streamer and the quality of the products being presented, they are more inclined to make a purchase. Trust can be established through several key elements, including the streamer's expertise, their ability to provide accurate information, and the transparency of the live streaming process. Moreover, when streamers interact authentically with their audience by addressing questions and concerns in real time, it significantly enhances the overall sense of trust. This dynamic engagement can lead to greater consumer confidence and a higher likelihood of purchase [11].

Conceptual Framework

The conceptual framework for examining the influence of live streaming on the purchasing intentions of Henan consumers for tropical fruits highlights the intricate relationships among three key variables: perceived risk, perceived value, and perceived trust.

Perceived risk refers to the uncertainties consumers face when shopping online. These include worries about product quality, delivery reliability, and the overall shopping experience. A high perceived risk can deter consumers from completing their purchases. Live streaming can help reduce these concerns by showing real-time demonstrations of products. This allows viewers to see the freshness and quality of tropical fruits, which builds their confidence in buying [12].

Perceived value refers to the benefits consumers expect to receive from their purchases. It offers practical advantages, such as cost savings and convenience, as well as enjoyable aspects, including entertainment. Live streaming enhances perceived value by engaging consumers with dynamic content that showcases the unique qualities of tropical fruits, such as their vibrant colors and distinct flavors. This engaging presentation helps viewers appreciate the products more, leading to a more positive perception of value [13].

Perceived trust is a crucial factor in influencing consumer behavior. Trust develops from the credibility of the live streamer and the reliability of the information shared during the broadcast. When consumers view the streamer as knowledgeable and trustworthy, they feel more secure in their buying choices. This increased trust results in higher purchase intentions among consumers interested in tropical fruits [14].

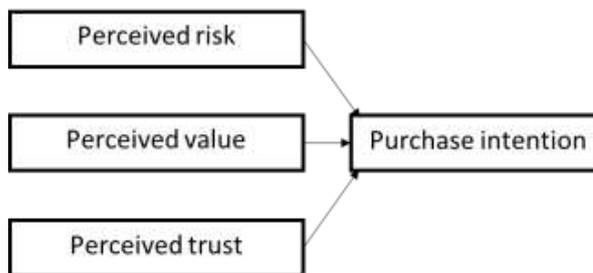


Figure 1. The Conceptual Framework

Research Restriction

The exploration of live streaming as a mode of influencing purchase intentions among consumers in Henan for tropical fruits is likely to encounter several significant research challenges. One major hurdle is the scarcity of reliable data, as consumer behavior in this fast-evolving market segment remains largely undocumented. The nature of live streaming platforms adds another layer of complexity; trends, consumer preferences, and even influencer dynamics can shift rapidly, posing difficulties in capturing precise and timely insights. Furthermore, the unique cultural context of Henan plays a crucial role in shaping consumer attitudes and buying behaviors. Unfortunately, existing research often overlooks these regional nuances, leaving gaps in understanding how local customs and preferences may affect the effectiveness of live streaming in promoting tropical fruit purchases.

The Correlation between Perceived Risk and Purchase Intention

This section explores the relationship between perceived risk and consumers' intention to purchase tropical fruits via live streaming. Perceived risk in this context refers to uncertainties such as concerns over product quality, delivery reliability, and the security of online transactions. The hypothesis posits that higher perceived risk may negatively affect consumers' willingness to purchase tropical fruits through live streaming platforms.

Research findings show that perceived risk is indeed a significant determinant of purchase intention. When consumers are unsure about the quality or trustworthiness of the seller or product, especially in a live-streamed context where physical verification is impossible, their purchasing confidence declines [15]. As a result, platforms and sellers must mitigate perceived risk by ensuring clear product information, transparent delivery terms, and secure payment systems to reinforce consumer confidence [16].

H1: There is no positive correlation between perceived risk and the purchase intention of Henan consumers of tropical fruits via live streaming.

The Correlation between Perceived Value and Purchase Intention

Perceived value reflects the overall benefit consumers associate with their purchases, including both functional aspects—such as cost, quality, and convenience—and emotional factors like enjoyment and entertainment during the shopping experience. The hypothesis here suggests that increased perceived value leads to a higher likelihood of purchasing tropical fruits via live streaming.

Research confirms this relationship. Live-streaming offers interactive experiences, real-time product showcases, and engaging content, all of which contribute to higher perceived value [17]. When consumers perceive the purchase to be worthwhile in both utility and emotional satisfaction, they are more motivated to complete the transaction [18].

H2: There is no positive correlation between perceived value and the purchase intention of Henan consumers of tropical fruits via live streaming.

The Correlation between Perceived Trust and Purchase Intention

Perceived trust is essential in reducing consumer uncertainty and enhancing purchase intention. It encompasses the credibility of the streamer, the reliability of the

platform, and the perceived honesty and integrity associated with the transaction. This trust directly influences how perceived risk and value shape consumer decision-making.

Studies indicate that when trust is high—such as when streamers appear knowledgeable, respond promptly, and present information transparently—consumers are more confident in their purchase decisions. Trust thus functions as a buffer that reduces perceived risk while amplifying perceived value.

H3: There is no positive correlation between perceived trust and the purchase intention of Henan consumers of tropical fruits via live streaming.

3. Research Methods

Population and Sample

The research population was selected in Henan, China, and participated in a study on tropical fruit purchase intention through live streaming. A sample of 402 was collected for this study's analysis in June 2025 through the WeChat Survey Platform.

This study's minimum research sample size is based on the study (19))

1. The margin of error (confidence interval) – 95%
2. Standard deviation 0.5
3. 95% - Z Score = 1.96
4. Sample size formula = $(Z\text{-score})^2 * Std\ Dev * (1 - StdDev) / (\text{margin of error})^2$
5. $(1.96)^2 * 0.5(0.5) / (0.05)^2$
6. $(3.8416 * 0.25) / 0.0025$
7. $0.9604 / 0.0025 = 384$
8. 384 respondents would be needed for this study based on a confidence level of 95%

4. Research Model

Correlation Analysis

Correlation analysis is widely used to measure the degree of association between two or more variables. The Pearson correlation coefficient is commonly used to assess the strength of correlation. The value of the correlation coefficient (r) indicates the strength of the correlation between variables, while the significance level of the correlation is shown in the P-value

Correlation Analysis of Perceived Risk and Purchase Intention

The correlation coefficient r between perceived risk and purchase intention is 0.773, and $P=0.000$ is less than 0.01. Thus, perceived risk significantly correlates with purchase intention

Correlation Analysis of Perceived Value and Purchase Intention

The correlation coefficient r between perceived value and purchase intention is 0.763, and $P=0.000$ is less than 0.01. Thus, perceived value significantly correlates with purchase intention.

Correlation Analysis of Perceived Trust and Purchase Intention

The correlation coefficient r between perceived trust and purchase intention is 0.792, and $P=0.000$ is less than 0.01. Thus, perceived trust significantly correlates with purchase intention.

Research Results

The findings indicate that perceived risk, perceived value, and perceived trust are key factors in determining whether Henan consumers purchase tropical fruits during live streaming. These factors are interconnected and influence consumer behavior during this shopping experience.

Perceived risk refers to the concerns about adverse outcomes associated with purchasing, such as worries about product quality, delivery problems, or financial loss. When customers perceive a high risk, they may be less likely to make a purchase. If shoppers doubt the quality of the tropical fruits or the reliability of the live streamer, they are less

likely to make a purchase. This risk is significant in online shopping because consumers cannot physically inspect the products they are purchasing. To build consumer confidence, it is vital to provide clear information and trustworthy interactions (20).

Perceived value refers to the expected benefits of buying tropical fruits. This includes practical aspects, such as quality and price, as well as the enjoyment derived from the shopping experience. When consumers see high perceived value, they are more likely to buy, believing the benefits are worth the cost. Live streaming can enhance perceived value by providing real-time demonstrations, engaging stories, and prompt responses to questions. These elements add value and can encourage purchasing (21).

Perceived trust affects how perceived risk and perceived value shape buying decisions. When consumers trust the live streamer and the platform, they feel more confident in their choices. Trust is derived from the streamer's credibility, expertise, and relatable personality, which alleviates concerns about product quality. Low trust can increase perceived risks and decrease perceived value, resulting in fewer purchases. Therefore, it is crucial to establish a strong relationship between the streamer and the audience to foster trust and encourage purchasing behavior [22].

H1 There is a positive correlation between perceived risk and the purchase intention of Henan consumers of tropical fruits via live streaming.

H2 There is a positive correlation between perceived value and the purchase intention of Henan consumers of tropical fruits via live streaming.

H3 There is a positive correlation between perceived trust and the purchase intention of Henan consumers of tropical fruits via live streaming.

Managerial Implications:

The analysis of managerial implications for the purchase intention of tropical fruits through live streaming emphasizes the importance of perceived value in influencing consumer behavior. Managers should prioritize enhancing this perceived value, which includes functional, emotional, and social dimensions. To achieve this, maintaining consistently high-quality tropical fruits is essential, along with providing comprehensive information about the products' benefits and uses. Engagement during live streams is crucial; streamers should utilize storytelling and facilitate real-time interactions to create an immersive experience that resonates with viewers. This approach not only enhances perceived value but also fosters emotional connections with the audience. Managers should invest in selecting credible streamers who are knowledgeable and trustworthy, as their authenticity can significantly impact purchase intentions. On the other hand, leveraging social proof through customer testimonials and positive reviews during live streams can further enhance perceived value and minimize perceived risk. It is essential to create an interactive environment where consumers feel comfortable asking questions and receiving prompt feedback, which increases transparency and trust. Moreover, incorporating elements that enhance the overall shopping experience, such as entertainment and a captivating atmosphere, can further elevate perceived value. By strategically addressing these components, managers can effectively increase purchase intentions for tropical fruits within the competitive landscape of live streaming commerce. Ultimately, focusing on perceived value not only drives immediate sales but also builds long-term consumer loyalty (22).

5. Conclusion

This study concludes that tourists' purchasing intention for Guizhou's intangible cultural heritage batik products is strongly influenced by a combination of cultural appreciation, product quality, perceived authenticity, and emotional connection to the local heritage. The unique cultural value and traditional craftsmanship of Guizhou batik create a distinct appeal that differentiates it from mass-produced souvenirs. Tourists who have greater awareness and understanding of the cultural significance of batik tend to demonstrate higher purchase intentions. Moreover, factors such as attractive design, reasonable pricing, and positive purchasing experiences further encourage buying decisions. The integration of storytelling, cultural demonstrations, and interactive experiences during tourism activities enhances tourists' emotional attachment and perceived value of the

products. Therefore, preserving authenticity while adopting modern marketing strategies can effectively boost sales and ensure the sustainable development of Guizhou's batik industry. This aligns with broader cultural preservation goals, ensuring that the intangible cultural heritage of batik continues to thrive while contributing to the local economy.

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