

EXPLORING HOW MARKETING CONTENT AND BRAND EQUITY IMPACT THE CONTINUOUS PURCHASE USING LIVE STREAMING

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Abstract: Although the concept of entrepreneurship in Community Enterprises (CEs) has been acknowledged as a critical mechanism for the nation's economic development, the limitation of information technology is one of the obstacles to the sustainability of a business. Limited research has been conducted on live-streaming as a sales channel for CEs. This study developed a research model to examine continuous purchase intention for CEs through live-streaming and Social Cognitive Theory (SCT). The Technology Acceptance Model (TAM) theory was expanded to include brand equity and streamer content marketing. The proposed research model was analysed utilising the partial least squares structural equation model (PLS-SEM). The study determined that perceived ease of use, brand awareness, and content valence influenced viewers' attitudes toward live-streaming community enterprise products. In addition, attitude towards using is essential to generating satisfaction and encouraging users to purchase product CEs continuously via live streaming. However, there was no correlation between perceived usefulness, content quality, and perceived product quality, and audience attitudes toward live-streaming community enterprise products. Our study provides merchants, shopping platform designers, and policymakers with theoretical and practical implications for tailoring digital content marketing strategies to businesses.

Key words: Brand equity, Marketing content, Live streaming, Community enterprise, Continuous purchasing

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Introduction

Entrepreneurial sustainability bolsters the economies of nations and cities and contributes to communities' vitality and independence (Kleinhans et al., 2020). Increased economic competition has raised concerns about the impact of agriculture and shifts in consumer behavior (Petcho et al., 2019). Marketing is essential in product development and has evolved into various businesses (Seyyedamiri and Tajrobehkar, 2021). Therefore, companies compete in marketing to reach their customers and create the most effective online customer experience, and the ones with the greatest competitive advantage prevail.

Digital Content Marketing (DCM) has been confirmed as an essential component of digital marketing because it improves customers' digital experience and is a crucial marketing strategy for business-to-business (B2B) companies. DCM is distinguished by creating and sharing timely, relevant, and engaging content on digital platforms to engage customers in purchasing decisions (Taiminen and Ranaweera, 2019). DCM is also a cost-effective marketing strategy that allows businesses to connect with a large number of consumers and connect consumers with brands (Li et al., 2022). The connection between DCM and Social Media Content Marketing (SMCM) has been discussed more closely. Previous research has found that SMCM forms are correlated with consumer perceptions and attitudes toward brands (He et al., 2021). Exposure to relevant content drives brand loyalty and higher purchase intent (Lou et al., 2019). It can be seen that DCM focuses on customer engagement through online platforms when conducting business. Customers leverage DCM in their decision-making process to reduce purchase risk.

The new trend of live-streaming videos aims to boost online selling capabilities. Combining real-time interactions with electronic commerce defines live-streaming shopping. E-commerce Live Streaming (ELS) is being implemented to create a new immersive experience between buyers and sellers and engagement between streamers and viewers. Thus, live-streaming shopping is comparable to shopping from home but enhanced with entertainment and engagement via real-time interactions (Joo and Yang, 2023). Live-streaming sales are a new phenomenon gaining popularity in business and academia (Peng et al., 2021).

Although live-streaming has gained popularity in e-commerce, there is little academic literature on using ELS as a promotional strategy for agriculture and community businesses. Previous research has investigated the link between random rewards and increased farmer income from live-streaming sales (Peng et al., 2021). There is also a live-streaming application for green agricultural products. The findings of this study only indicate that data quality, system quality, and service quality are correlated with consumer trust and increase their intent to purchase green

agricultural products (Dong et al., 2022). No specific marketing information or content was presented to influence the repeat purchase of agricultural products. This study aims to investigate the impact of DCM on trade sustainability by live-streaming community enterprise products in Thailand. Live streaming has become a popular method of online shopping during the COVID-19 pandemic. The researchers aim to contribute theoretically and practically to promote live-streaming to enhance sales opportunities for community-based businesses. TAM was implemented to answer the following research questions: First, what factors influence viewer attitudes toward live-streaming community enterprise products? Second, how do viewer attitudes toward live-streaming community enterprise products relate to consumer satisfaction and continuous purchasing intention? Finding answers to the above will lead to understanding the behavior and perception of the audience through the presentation of information and product content, which will help community enterprises improve the quality of content in the live-streaming appropriate to the business's goals and increase the purchase intent of consumers.

Literature Review

Groups of community members form Community Enterprises (CEs) engaged in production, service provision, and natural resource management. These actions are intended to increase the value of local ingredients, satisfy consumer demands, and add value to products (Peredo and Chrisman, 2006). The local populace uses CEs to improve their living standards by establishing new income sources (Kwangsawad and Jattamart, 2022). CEs implement the concept of entrepreneurship to address economic, social, cultural, and environmental issues (Petcho et al., 2019). Entrepreneurial knowledge and innovative ability are crucial for the sustainable development of CEs.

Even though entrepreneurship among CEs is an essential mechanism for economic development in countries, there are still significant barriers to entrepreneurship among CEs (Tolstoy et al., 2021). However, recent research indicates that entrepreneurs face a greater number of obstacles as a result of COVID-19's impact on business. Specifically, CEs and SMEs may risk operational disruptions and a lack of internal funding during lockdowns (Cowling et al., 2020). In addition, some studies have demonstrated that the use of information systems in CE operations remains limited (Sakolnakorn and Naipinit, 2013). This is likely because most CEs are comprised of community farmers who wish to add value to their products, resulting in a lack of technological expertise. Therefore, promoting and supporting CEs to use technology to increase competitiveness in the digital age may enable CE entrepreneurs to operate sustainably.

Live streaming e-commerce refers to the selling of products through the distribution of videos in real-time on streaming platforms (Peng et al., 2021). Over the past three years, live-streaming e-commerce has become the new form of e-commerce with the highest growth rate worldwide. Emphasis is placed on expanding customer engagement channels (Zheng et al., 2022). Online retailers are attempting to devise

methods to encourage consumers to make more purchases. Much of the live-streaming sales literature focuses on describing customer purchasing behaviour based on factors such as studying viewer perception of persuasive messages and their contribution to the purchase decision process and customer retention techniques that lead to continued user intent (Gao et al., 2021).

Few studies have examined live-streaming e-commerce as an agricultural product marketing strategy (Dong et al., 2022). President of China Xi Jinping stated, "Live-stream sales not only promote farm products and increase farmers' incomes but also promote rural revitalization" (Peng et al., 2021). It asserts that one of the objectives of rural revitalization is to increase farmers' income. However, no studies have been found that employ live streaming e-commerce as a strategy for marketing CEs. Due to the paucity of research examining consumer behaviour in the context of live streaming among CEs, this study is of particular significance to this field.

Entrepreneurs have adopted marketing strategies to attract customers due to their businesses' rapid growth and increasing market competitiveness. DCM is one of the critical communication strategies between customers and business owners (Taiminen and Ranaweera, 2019). Customers' purchase decisions are more influenced and prompted by providing information and content (Erkan and Evans, 2016). DCM entails creating, distributing, and sharing timely, relevant, and engaging content to engage customers during purchase decisions (Holliman and Rowley, 2014). In addition, DCM improves the brand image, fosters customer confidence, and sustains long-term relationships between businesses and customers (Kartajaya et al., 2019). Three types of content are categorized in marketing materials: 1) content marketing is content created and shared by a business; 2) sponsored content is a combination of brand products; and 3) user-generated content is positive or negative user reviews or opinions (Müller and Christandl, 2019). Nevertheless, the nature of each group's content has been altered for communication purposes and tailored to the context of each business.

The connection between live streaming e-commerce and DCM is that streamers provide accurate and comprehensive product information via real-time product display and their gestures to convince and motivate consumers to purchase (Wongkitrungrueng and Assarut, 2020). The information provided by streamers is categorized as content marketing created and distributed by the company. Despite the rapid increase in the popularity of DCM studies, few studies have examined the role of DCM in live-streaming e-commerce. Previous research has only examined information completeness, information accuracy, and information currency concerning the relationship between perceived persuasion and response intention of live-streaming viewers (Gao et al., 2021). Nonetheless, there are insufficient studies on DCM and live-streaming e-commerce, especially the application of DCM in the context of live-streaming CEs.

TAM is the most frequently employed theory for describing user behavior regarding technology acceptance. TAM consists of the following five components: 1) perceived usefulness, 2) perceived ease of use, 3) attitude toward, 4) behavioral

intention, and 5) actual use. TAMs are used more frequently to explain user behavior on live-streaming platforms (Sun and Zhang, 2021). From the previous text, TAM describes live-streaming user behavior in various contexts.

Research Methodology and Hypothesis Development

The application of live-streaming e-commerce to CE's agricultural products is a novel topic requiring additional research. Consequently, the purpose of this study is to comprehend the behaviour of consumers towards purchasing agricultural products from CEs via live-streaming, emphasizing utilizing DCM and TAM theory to explain consumer behaviour. This study determines the specific type of content marketing that satisfies the desires of agricultural product consumers in the CEs group and stimulates continuous purchase intentions. Figure 1 demonstrates the proposed research model. This study utilized SCT as a theoretical framework to explain the antecedents of individual behavior in three processes (Bandura, 1986). SCT has been widely used to describe the behavioral modification of individuals in numerous contexts (Jattamart and Kwangsawad, 2023). However, few studies employ SCT to examine the behavior of live-streaming platform users. Consequently, the focus of this study will be on elucidating the following three processes that influence the behavior of live-streaming users:

- Environment process: The environment will focus on the content marketing of the streamer, perceived usefulness, perceived ease of use, brand awareness, and perceived product quality.
- Personal process: Personal focuses on attitude toward using and satisfaction with live-streaming for purchasing CEs' agricultural products.
- Behavior process: Behavior will focus on the continuous purchase intention of CEs' agricultural products, as shown in Figure 1.

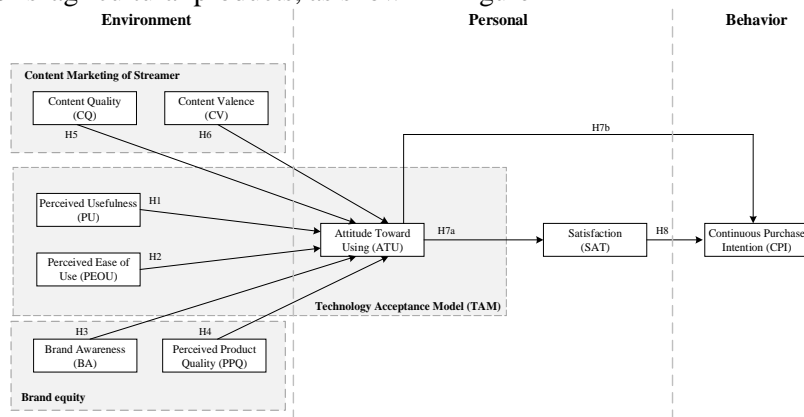


Figure 1: Proposed research model

Perceived ease of use (PEOU) is the degree to which an individual believes that learning to use a system or technology will not require effort (Davis, 1989).

According to previous research, perceived ease of use is associated with user satisfaction and influences decision-making (Sun and Zhang, 2021). Perceived ease of use for streaming media refers to how users can operate streaming media devices relatively efficiently (Yang and Lee, 2018). In addition, perceived ease of use was correlated with consumer intent to purchase on e-commerce live streaming platforms in a mobile internet environment (Yin, 2020).

Perceived usefulness (PU) is directly related to perceived ease of use; the greater the perceived usefulness, the simpler the perceived ease of use (Davis, 1989). Moreover, if individuals perceive the benefits and convenience of online streaming services, they will be more likely to adopt the technology (Camilleri and Falzon, 2021). Therefore, we sought to determine if perceived ease of use and perceived usefulness were related to CEs' attitudes toward using live-streaming to purchase agricultural products. Consequently, the hypotheses are proposed:

H1: PU correlates to Attitude Toward Using live-streaming (ATU) in continuously purchasing CEs' agricultural products.

H2: PEOU correlates with ATU in continuously purchasing agricultural products.

Brand equity is the overall consumer perception of the value of a brand in comparison to other brands, which guarantees product quality (Hazée et al., 2017). Brand equity consists of five primary components: brand image, brand awareness, brand associations, perceived quality and brand loyalty (Aaker, 2009). Brand awareness is the perception of a target customer's brand, which has been confirmed as a significant indicator of the success of a marketing strategy and intent to purchase (Rachmawati and Suroso, 2020). In contrast, brand awareness did not affect purchase intent for YouTube advertisements (Febriyantoro, 2020). However, research describing the relationship between customer retention intent is limited. Therefore, this study wishes to determine whether brand equity correlates with attitudes regarding live-streaming use for continuously purchasing agricultural products among CEs. Consequently, the hypotheses are proposed:

H3: Brand Awareness (BA) correlates with ATU in continuously purchasing agricultural products among CEs.

Uncertainty regarding product quality is a significant barrier to online consumer purchases (Ghose, 2009). The two types of product uncertainty are description uncertainty and performance uncertainty. Product quality uncertainty is enormously detrimental to purchase intent (Chen et al., 2022). Moreover, the technological limitations of the internet contribute to the difficulty of estimating product uncertainty. This is due to the inability of traditional online commerce to enable consumers to simulate real product situations (Koppius, et al., 2004). Based on the limitations mentioned above, live-streaming e-commerce can assist consumers in assessing product quality through real-time video on streaming platforms and enable customers to interact with sellers to verify product quality (Peng et al., 2021). The study proposes the following hypotheses:

H4: Perceived Product Quality (PPQ) correlates with ATU in the continuous purchase of agricultural products among CEs.

Live-streaming is a well-known e-commerce industry trend. Shopping live-streaming can increase viewer-streamer interaction (Xu et al., 2020). The perceived value of live streaming is correlated with customer engagement and product confidence (Wongkitrungrueng and Assarut, 2020). As a result, customers have the impression that they are receiving useful and high-quality data. Data quality influences impulse purchasing directly via perceived benefits (Zuo and Xiao, 2021). Peters et al., 2013(categorized promotional content as follows: 1) content quality relates to the clarity of the content in terms of perception, 2) content valence relates to the emotions and feelings received from content and 3) content volume relates to the quantity and frequency received from content. According to previous research, product-content compatibility affects positive attitudes toward content, which can increase consumer purchase intent (Park and Lin, 2020). Additionally, social media content significantly affects brand equity (Estrella-Ramón et al., 2019).

This research will examine two aspects of content: 1) content quality (CQ) and 2) content valence (CV) (because the primary function of live-streaming is to present content and information from streamers. It needs to be determined whether the quality of the content consumers stream would increase their awareness of CEs. Furthermore, does content conveying positive emotions via live-streaming increase CEs purchasers' consumer awareness? The research proposes the following hypotheses:

H5: CQ correlates with ATU to purchase agricultural products continuously.

H6: CV correlates with ATU to purchase agricultural products continuously.

Attitude is a person's evaluation of their response to a proposed product, which can be either positive or negative (Liang et al., 2021). In various contexts, attitude is a precursor to behavioral intention (Fishbein, 1967). According to previous research, consumer attitudes influence live-streaming intent and increase consumer purchase intent (Park and Lin, 2020). Xu et al., (2022) investigated the behavior of virtual gift-giving during live streaming. The study found a positive correlation between attitudes toward virtual gift-giving in live streaming and the intention to give virtual gifts. Consequently, this study aimed to determine whether consumer attitudes toward live-streaming influenced the CEs' satisfaction and repeat purchasing intentions regarding agricultural products. The study proposes the following hypotheses:

H7a: ATU correlates to Satisfaction (SAT) to purchase agricultural products continuously.

H7b: ATU is associated with continuous purchase intention (CPI) for agricultural products.

The foundation of marketing psychology is customer satisfaction. The degree to which a product meets customer expectations and the customer's disposition are both factors in determining satisfaction. In live-streaming, audience satisfaction correlates with their intent to continue using live-streaming platforms (Sun and Zhang, 2021). This study evaluated consumer satisfaction with using live-streaming to buy agricultural products from CEs. The following hypotheses are presented:

H8: Satisfaction (SAT) correlates with agricultural product (CPI)

Research Methodology

The research collected data in March 2023. A cross-sectional study and an online questionnaire were used to validate the study hypotheses. A purposive random sampling technique was employed in the form of an online questionnaire. This study's sample consisted of all Facebook live-streaming platform shoppers with at least three months of experience. Respondents were invited to complete a survey via Facebook, Line, and e-commerce websites. The institutional review board of Rajamangala University of Technology Rattanakosin, Thailand, approved the ethical measures for human research and has received approval number COA No. 002/2023. At the beginning of the questionnaire, the study's objectives and measures to protect the confidentiality of the data were disclosed. If participants voluntarily agree to participate in the study, they can confirm their participation by filling out the online consent form and beginning the online questionnaire in the menu below. All participants in this study provided their informed consent. Figure. 2 depicts the questionnaire response method.

The questionnaire was developed using a theoretical framework derived from previously validated literature. Respondents will be asked if they have shopped on Facebook's live-streaming platform within the past three months. If the response is "no", the survey will conclude. If the response is "yes," the report will proceed to part 1 about demographic data. Part 2 was devoted to the study's variables: five items of PU, five items of PEOU, five items of BA, five items of PPQ, four items of CQ, four items of CV, five items of ATU, five items of SAT and five items of CPI. Part 3 consists of respondent suggestions. All items were evaluated on a five-point Likert scale ranging from 1)strongly disagree(to 5)strongly agree(.

The data were evaluated in two ways: 1(SPSS for Windows was used to assess descriptive statistics, and 2(SmartPLS was used to analyse the correlation between the hypothesis (Ringle, 2022(. PLS-SEM was used to examine the causal relationship between the relevant factors, which was analysed using variance-based SEM for the following reasons: 1(PLS-SEM has been empirically validated as an effective method for predicting various aspects pertaining to individuals' technology usage behavior (Jattamart et al., 2023).Additionally, PLS-SEM can simultaneously analyse the results of measurement and structural models. For the above reasons, PLS-SEM is an appropriate model for this study.

Research Results and Discussion

The study received 419 survey submissions. After examining the data, it was determined that 415 entries were complete. The majority of respondents are female)63.3%(, prefer the telephone as a device to view live streaming)72.3%(, use the internet for more than 12 hours per day)31.8%(, purchase products from CEs for

self-consumption)55.4%(, and purchase products from CEs via Facebook messenger)42.9%(.

According to the criteria of Hair Jr et al. (2021), the measurement model test employs convergent validation. Table 1 revealed that the threshold values for Composite Reliability, Cronbach's alpha, and Average Variance Extracted)AVE(were all exceeded. Cross-loadings were used to test the discriminant validity of the measurement's question list. It was discovered that the results of weighing all variables were higher than all threshold values.

Table 1. Loading, Cronbach's Alpha, Composite Reliability, AVE

Constructs	Items	Loading)> 0.70(Cronbach's alpha)> 0.70(Composite reliability)> 0.70(AVE)> 0.50(
Attitude Toward Using)ATU(ATU1	0.788	0.851	0.894	0.627
	ATU2	0.813			
	ATU3	0.780			
	ATU4	0.765			
	ATU5	0.814			
Content Valence)CV(CV1	0.806	0.837	0.891	0.671
	CV2	0.840			
	CV3	0.803			
	CV4	0.828			
Content Quality)CQ(CQ1	0.832	0.772	0.868	0.687
	CQ2	0.828			
	CQ3	0.826			
Brand Awareness)BA(BA3	0.879	0.702	0.868	0.766
	BA4	0.872			
Perceived Ease of Use)PEOU(PEOU1	0.848	0.791	0.878	0.705
	PEOU2	0.848			
	PEOU3	0.823			
Product Quality)PPQ(PPQ1	0.854	0.810	0.888	0.725
	PPQ2	0.856			
	PPQ4	0.844			
Perceived Usefulness)PU(PU1	0.795	0.808	0.874	0.634
	PU2	0.789			
	PU3	0.805			
	PU4	0.796			
Satisfaction)SAT(SAT1	0.823	0.844	0.895	0.682
	SAT2	0.837			
	SAT3	0.807			
	SAT4	0.835			
Continuous Purchase Intention)CPI(CPI1	0.838	0.842	0.894	0.679
	CPI2	0.804			
	CPI3	0.839			
	CPI4	0.814			

The model fit was examined using the criteria of Hair Jr, et al., (2021). The Stone-Geisser Q^2 for ATU was found to be 0.800, CPI equal to 0.625, and SAT equal to 0.684. This demonstrates the model's predictive relevance (Q^2) of endogenous constructs. According to Henseler et al., (2016), the standard deviation of the root mean square residual (SRMR) was less than 0.08 (0.044). Furthermore, Chin (1998) suggested that values of determination of the coefficient (R-squared) should be > 0.1 . This study found that endogenous variables ATU has an R-squared value of 0.810, CPI has an R-squared value of 0.712, SAT has an R-squared value of 0.600, all R-squared values were greater than the recommended threshold, indicating that the model sufficiently represented the collected data, indicating a good model fit. The researchers resampled 5,000 bootstrap data from SmartPLS to boost confidence in the construct-correlation analysis (Hair Jr et al., 2021). The causal variables were not correlated above the threshold of 5.0 after multicollinearity was examined with VIF values (Grewal et al., 2004). This study proposed nine hypotheses demonstrating a direct correlation. The findings are consistent with all six hypotheses: H2: PEOU was positively correlated with ATU at a significance level of 0.01, H3: BA was positively correlated with ATU at a significance level of 0.01, H6: CV was positively correlated with ATU at significance level 0.05, H7a: ATU was positively correlated with SAT at significance level 0.01, H7b: ATU was positively correlated with CPI at a significance level of 0.01, and H8: SAT was positively correlated with CPI at the significance level of 0.01. However, the H1, H4, and H5 hypotheses were rejected (see Table 2 and Figure 2).

Table 2. Hypotheses testing results

Hypothesis	Path	Coefficient) β (T- values	P- Values	VIF	Supported
H1	PU \rightarrow ATU	0.082	1.779	0.075	3.339	Not supported
H2	PEOU \rightarrow ATU	0.250	4.267	0.000**	3.194	Supported
H3	BA \rightarrow ATU	0.383	5.661	0.000**	3.123	Supported
H4	PPQ(\rightarrow ATU	0.056	1.104	0.270	3.004	Not supported
H5	CQ \rightarrow ATU	0.101	1.940	0.052	3.907	Not supported
H6	CV \rightarrow ATU	0.112	2.091	0.037*	3.424	Supported
H7a	ATU \rightarrow SAT	0.774	28.660	0.000**	1.000	Supported
H7b	ATU \rightarrow CPI	0.187	3.708	0.000**	2.342	Supported
H8	SAT \rightarrow CPI	0.690	14.835	0.000**	2.342	Supported

Note: * = $p < .05$, ** = $p < .01$

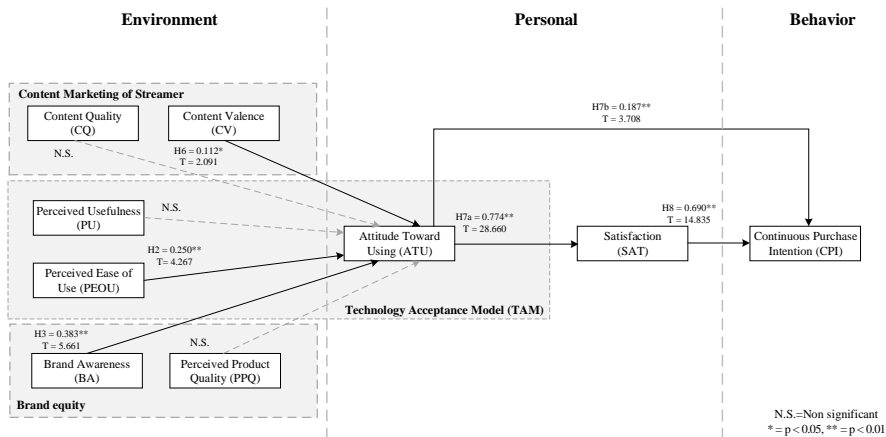


Figure 2: Model testing results

This study aimed to investigate the impact of DCM and the viability of live-streaming commerce on community enterprise products. The authors developed a model to elucidate the psychological mechanisms underlying the repeat purchasing intentions of CEs via live-streaming. The most significant aspect of this study is that this study used TAM theory as a conceptual framework to describe user behaviour and relevant factors in light of live-streaming implementation in CEs.

This study found that live-streaming of CEs revealed that PEOU influenced viewer attitudes towards the live-streaming of CEs products (H2). Consumers have likely determined that purchasing a product via live-streaming requires no effort to learn the ordering and payment process due to their experience with Facebook and the simplicity of streaming media devices (Yang and Lee, 2018). Therefore, consumers are familiar with the Facebook live-streaming platform, resulting in a positive attitude toward viewers. This finding is consistent with previous findings (Sun and Zhang, 2021). According to the survey results, most CEs have a sales channel through Facebook fan pages. This channel can be inconvenient because the seller must respond to messages. Consequently, adopting live streaming as a sales channel will increase opportunities through real-time interactions (Joo and Yang, 2023).

In addition, this research expands on the TAM theory by examining brand equity in terms of BA and PPQ. The study found that BA influenced audience attitudes regarding the live-streaming of CEs (H3). The benefits of live-streaming are that it can engage customers through chat channels and create a new immersive experience for streamers and viewers (Zheng et al., 2022). Interactive activities enable customers to recognize brands and form product memories for consumer electronics. Therefore, Customers' ability to recall product characteristics plays a significant role in fostering a positive attitude toward the product based on a prior purchase, thereby increasing the likelihood of continuous purchases in the future. However, the researchers did not find a correlation between PPQ (H4), likely due to efforts to reduce the difficulty of assessing product quality via real-time video while viewing

live streaming. This feature may not improve the product's perceived quality assurance, as the live-streamed product samples may not match the product received. Therefore, customers placing their first order may rely on other viewers' opinions, whereas customers who have previously placed an order may rely on their own experience to decide.

In content marketing, a study discovered that CV affected audience attitudes towards live-streaming CEs)H6(. It can be explained that consumers value CV broadcasts from streamers, which can be presented repeatedly as helpful information about best-selling products and organising engagement activities by providing content based on other user reviews. Therefore, when users are provided with compelling CV content, their live-streaming attitudes and purchasing decisions for CEs delivered via live-streaming are significantly influenced. This finding confirms previous research indicating that content quality is essential for viewers, influencing consumer attitudes and intentions (Park and Lin, 2020). However, the study did not find a correlation for CQ)H5), which is defined as the clarity with which viewers perceive live-streaming content. Viewers can request information through interaction at any time, so consumers do not need to be concerned about the CQ of live-streaming.

ATU influenced audience SAT for the live streaming CEs at the highest level)H7a(, according to the study. Furthermore, ATU influences the CPI of viewers who watch live-streaming of CEs)H7b(. The findings indicate that consumers have a positive assessment of their response to live-streaming purchases, which leads to a positive attitude towards live-streaming, resulting in satisfaction and continuous purchase intention. This is consistent with the findings of Ho et al., (2022).

In addition to the theoretical implications, the study results have several practical implications for sellers, shopping platform designers, and policymakers of live-streaming trade and implementing DCM strategies in CEs agricultural products. First, the correlation analysis indicates that DCM strategies involving the creation of hyperlinked content valence and customer participation in content creation positively affect live-streaming viewing attitudes from the seller's perspective. Agricultural product operators of CEs that are currently not using live-streaming shopping should consider using a live-streaming platform to increase sales. The emphasis is on streamers conveying comprehensive information in their product offerings, such as multidimensional product previews and product usage examples, sharing live-streaming to Facebook feeds to promote live-streaming, and creating interactions between buyers through chat reviews to increase consumers' trust in their purchases. Repetition of best-selling information will help persuade viewers to attempt to purchase additional products.

Nonetheless, the adoption of live-streaming in marketing CEs remains a cause for concern. Because most CEs are community farmers, persuading and creating a live-streaming environment may be difficult. Additionally, limitations on technological proficiency may impact the unsustainability of bringing live-streaming shopping to CEs. Therefore, assistance from local experts, such as government agencies or

educational institutions, may be required to facilitate the transfer of techniques to entrepreneurs to foster self-reliance and lead to sustainability.

Second, designers of live-streaming shopping platforms should streamline the shopping process to make it as user-friendly as possible because the study found that PEOU positively affects CEs' attitudes towards live-streaming. Therefore, the design provides an ordering process that includes the clarity of live streaming video, the clarity of text displayed on the live streaming video screen, product inquiry via chat channels, entering the product code to place an order and processing payment. The process described above should be designed to be functional and user-friendly for people of all ages.

Finally, in the context of policymakers, encouraging sellers to present product information to persuade their audience is an intriguing strategy. However, misrepresentation of product information or misrepresentation during live streaming is a significant concern. Consequently, policymakers should have a strategy to manage the misrepresentation of information. Moreover, policymakers should encourage more CEs to promote agricultural e-commerce. Local government agencies may develop policies to facilitate the organizational management of CEs and raise awareness of the benefits and ease of use of livestream sales. This may contribute to the long-term viability of live-streaming commerce's adoption to expand sales channels for CEs.

This study aims to provide theoretical and practical information for implementing live-streaming trade for CE agricultural products. However, the study has some limitations. First, the limits of cross-sectional studies make causal inferences of factors potentially inaccurate. Long-term research is required to determine the effects of DCM on the psychological mechanisms underlying consumer behaviour. Although, the present study limits the scope of the samples with experience with live-streaming purchases to no longer than three months. However, internal and external environments that affect consumer perceptions may have an impact on it during the data collection period. Second, the authors are only interested in users who have made purchases through live-streaming on the Facebook platform. Future research should investigate other live-streaming platforms to gain access to a broader range of consumer behaviours, as each platform has its characteristics and specific functions that cater to various consumer groups. Third, studies may be constrained by data collection and research methods that utilise only data from a Thai user sample. Therefore, the model analysis results obtained in this study should be interpreted cautiously, and users with cultural and regional differences should employ caution.

Conclusion

This paper extends the TAM model and DCM strategy to examine the continuous purchase intent of CEs via live streaming in Thailand. Our study provides a theoretical foundation for future research on live-stream agricultural product shopping among CEs. According to studies, PEOU, BA and CV impact audience

attitudes toward live-streaming of CEs. In addition, ATU is a crucial factor in generating SAT and driving CPI for CEs delivered via live streaming. However, the researchers found no correlation between PU, CQ, and PPQ and audience attitudes towards live-streaming community enterprise products. During the COVID-19 pandemic, it is common knowledge that live-streaming e-commerce has gained popularity. Consequently, presenting guidelines and adopting DCM strategies tailored to the business can help businesses survive independently and sustainably.

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ZBADANIE WPŁYWU TREŚCI MARKETINGOWYCH I WARTOŚCI MARKI NA CIĄGŁY ZAKUP PRZY UŻYCIU TRANSMISJI NA ŻYWO

Streszczenie: Chociaż koncepcję przedsiębiorczości w przedsiębiorstwach wspólnotowych (CEs) uznano za kluczowy mechanizm rozwoju gospodarczego kraju, ograniczenia technologii informatycznych są jedną z przeszkód na drodze do zrównoważonego rozwoju przedsiębiorstw. Przeprowadzono ograniczone badania dotyczące transmisji na żywo jako kanału sprzedaży dla CEs. W niniejszym badaniu opracowano model badawczy mający na celu zbadanie ciągłych zamiarów zakupu CEs za pomocą transmisji strumieniowej na żywo i teorii poznania społecznego (SCT). Model Akceptacji Technologii (TAM) został rozszerzony o kapitał marki i marketing treści streamerowych. Do analizy zaproponowanego modelu badawczego wykorzystano model równań strukturalnych cząstkowych najmniejszych kwadratów (PLS-SEM). Badanie wykazało, że postrzegana łatwość obsługi, świadomość marki i wartość treści wpłynęły na podejście widzów do produktów społecznościowych transmitowanych na żywo. Ponadto nastawienie do użytkowania jest niezbędne do generowania satysfakcji i zachęcania użytkowników do ciągłego zakupu certyfikatów CEs produktów za pośrednictwem transmisji strumieniowej na żywo. Nie stwierdzono jednak korelacji między postrzeganą przydatnością, jakością treści i postrzeganą jakością produktu a nastawieniem odbiorców do produktów przedsiębiorstw społecznościowych transmitowanych na żywo. Nasze badanie zapewnia sprzedawcom, projektantom platform handlowych i decydentom teoretyczne i praktyczne implikacje dotyczące dostosowywania strategii marketingu treści cyfrowych do potrzeb przedsiębiorstw.

Słowa kluczowe: Wartość marki, Treść marketingowa, Transmisja na żywo, Przedsiębiorstwo społeczne, Ciągłe zakupy