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**Research Article**

# The Influencing Factors of Consumers' Purchase Intentions of Community Agricultural Products in E-Commerce Marketing under Chinese Rural Revitalization

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**ABSTRACT**

With the rapid development of digital infrastructure under China's rural revitalization strategy, e-commerce has emerged as a critical channel for promoting the circulation of community agricultural products. This study investigates the factors influencing consumers' purchase intentions in this context by integrating the Stimulus-Organism-Response (SOR) theory with perceived value theory and consumer trust theory. Adopting a quantitative research approach, this study employed purposive sampling to collect 461 valid questionnaires from users of Taobao, Pinduoduo, and Douyin in Guangyuan City, Sichuan Province, via the Questionnaire Star platform. Using structural equation modeling (SEM), the results show that utilitarian, hedonic, and social values significantly affect trust in both e-commerce platforms and community agricultural products, and that trust, in turn, mediates the relationship between perceived value and purchase intention. Among all predictors, trust in community agricultural products exerts the strongest influence on purchase intention. This study provides theoretical contributions by extending the SOR framework to the rural e-commerce domain and offers practical implications for enhancing trust and value perception in online agricultural markets. The findings also highlight directions for future research on digital consumption behavior in underdeveloped regions.

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**Keywords:** Rural revitalization; E-commerce; Community agricultural products; Purchase intention; Consumer trust

## 1.INTRODUCTION

Against the backdrop of accelerating digitalization and deepening urban–rural integration, leveraging e-commerce to promote rural economic development and narrow the urban–rural divide has become a critical national strategic objective. Since the introduction of China's "Rural Revitalization Strategy" in 2017, the government has continuously increased investments in rural infrastructure, public services, agricultural industrial upgrading, and the overall quality of rural life, with the overarching goal of building a strong agricultural sector, a beautiful countryside, and prosperous rural communities (Marsden et al., 2005). Within this policy framework, e-commerce platforms—particularly community group-buying and agriculture-oriented online marketing initiatives—have emerged as vital tools for promoting the upward mobility of agricultural products and invigorating rural economies.

In recent years, rural e-commerce has achieved significant progress in enhancing agricultural product sales and expanding market access, facilitated by the extensive penetration of platforms such as Taobao, Pinduoduo, and Douyin. Innovative models such as "Taobao Villages" and livestreaming-based sales have successfully overcome spatial and temporal limitations, enabling direct connections between rural producers and urban consumers (Li & Qin, 2022). However, alongside these rapid developments, rural e-commerce also faces a series of entrenched challenges, including inconsistent product quality, underdeveloped logistics infrastructure, prevalent price discrimination, and a lack of consumer trust (Li & Zhang, 2024). These issues not only hinder the healthy development of rural e-commerce but also dampen consumers' purchase intentions and threaten the long-term sustainability of e-commerce platforms.

Taking Guangyuan City in Sichuan Province as a representative case, the region is endowed with rich agricultural resources—such as kiwifruit and Sichuan ginseng—but suffers from weak transport infrastructure and limited marketing channels. As a result, the marketization level and brand influence of local agricultural products remain relatively low. Most farmers continue to rely on traditional marketplaces or small-scale sales via WeChat, resulting in lower selling prices, limited profit margins, and frequent problems with product homogeneity (Liu & Wang, 2023). Therefore, enhancing the added value of agricultural products and strengthening consumer purchase intention through e-commerce platforms has become a pressing issue not only for Guangyuan city but also for many agricultural regions across China.

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In response to these challenges, this study adopts the Stimulus-Organism-Response (SOR) framework, integrating theories of Perceived Value and Consumer Trust, to construct a comprehensive model of the factors influencing consumer purchase intentions in the context of e-commerce platforms. The research aims to uncover the underlying mechanisms through which consumers' psychological perceptions and behavioral decisions are shaped in the process of purchasing community agricultural products online.

The specific research objectives of this paper are as follows: 1) What are the current influencing factors on consumers' purchase intentions for community agricultural products in e-commerce under China's rural revitalization? 2) How do various factors influence consumer purchase intentions towards community agricultural products in e-commerce contexts under the rural revitalization initiative? And 3) What model can be developed to accurately depict the influencing factors on consumers' purchase intentions of community agricultural products in e-commerce under rural revitalization?

## 2.LITERATURE REVIEW

This study adopts the Stimulus-Organism-Response (SOR) theory as the core analytical framework, integrating Perceived Value Theory and Consumer Trust Theory to examine the key mechanisms influencing consumers' purchase intentions for community agricultural products on e-commerce platforms. The SOR theory emphasizes how external environmental stimuli are transformed into behavioral responses through individual psychological states, offering a robust lens to understand consumer decision-making in digital contexts. Perceived value theory, further divided into utilitarian, hedonic, and social dimensions, provides a comprehensive understanding of how consumers evaluate the overall value of community agricultural products. Meanwhile, consumer trust theory highlights the mediating role of trust under conditions of information asymmetry, particularly relevant for rural e-commerce scenarios where trust in both platforms and products is critical.

These three theoretical perspectives are not only logically complementary but also highly aligned with the practical context of rural e-commerce development under China's Rural Revitalization Strategy. In this framework, the e-commerce platform serves as the "stimulus" that triggers psychological responses (perceived value and trust) through the provision of convenience, emotional gratification, and social identity reinforcement, ultimately influencing behavioral responses (purchase intentions). Accordingly, the theoretical foundation of this study is not only academically sound but also of practical relevance for guiding e-commerce strategies and policy implementation in rural development.

The concept of utilitarian value refers to the practical and functional benefits consumers derive from a product or service, including aspects such as convenience, efficiency, and problem-solving capacity. Within the e-commerce domain, utilitarian value has consistently been identified as a significant driver of consumer trust. It has been demonstrated that practicality and usability features, such as intuitive

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interfaces and reliable service mechanisms, enhance consumer trust in e-commerce platforms (Evelina et al., 2020). Trust is cultivated when digital platforms meet utilitarian expectations, and this fosters long-term engagement and purchase behavior (ArutGeevitha & Ananthi, 2024). However, although the relationship between utilitarian value and trust has been substantiated in general e-commerce contexts, limited empirical attention has been paid to its effect in the rural e-commerce sector, especially regarding community agricultural products promoted under China's rural revitalization strategy. These products, often rooted in quality and traceability concerns, may demand different mechanisms of trust development. Thus, this study proposes the following hypotheses:

H1. Utilitarian value affects the trust in E-commerce platform.

H2. Utilitarian value affects the trust in community agricultural products.

Hedonic value, as opposed to utilitarian, pertains to the emotional and experiential satisfaction consumers obtain during the shopping process. It includes pleasure, enjoyment, and aesthetic appreciation, and is often expressed through engaging platform interfaces, product personalization, and visual appeal. The significance of hedonic value in influencing consumer trust has been supported in prior studies. It has been shown that emotionally gratifying experiences on e-commerce platforms can enhance trust by signaling benevolence and integrity (Sugijono & Pratomo, 2024). While its influence on platform trust has been explored, few studies have investigated its effect on trust in agricultural products specifically offered through rural e-commerce channels. Hedonic value in this setting may derive from cultural narratives, product aesthetics, or the sense of supporting local communities. Trust formed from such emotionally resonant experiences has been argued to strengthen consumer beliefs in product authenticity and ethical sourcing (Mehta, 2024). Therefore, the following hypotheses are proposed:

H3. Hedonic value affects the trust in E-commerce platform.

H4. Hedonic value affects the trust in community agricultural products.

Social value, in e-commerce, is perceived through the social recognition and ethical significance associated with consumer behavior. When consumers feel that their engagement with a platform enhances social identity or supports community goals, trust is more likely to develop. This effect has been evidenced by findings that emphasize the role of community engagement, ethical practices, and social recognition in trust formation (Flanagan et al., 2014). Platforms aligned with social causes, such as those supporting local agriculture or fair trade, are often viewed as more trustworthy. In rural e-commerce settings, community agricultural products often claim social value by emphasizing their contributions to local economies and sustainable development. However, this connection between social value and trust has not been systematically tested. Recent studies have shown that platforms and

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products adhering to social norms and promoting ethical behavior can enhance consumer trust, yet further empirical validation is required (Pavić, 2024). Based on this, the following hypotheses are proposed:

H5. Social value affects the trust in E-commerce platform.

H6. Social value affects the trust in community agricultural products.

Trust, whether in the platform or the product, plays a pivotal role in shaping consumer purchase intentions. In e-commerce, platform trust involves consumer confidence in secure payments, system integrity, and fair operations. It has been confirmed that when platform trust is high, consumers are more willing to proceed with purchases, particularly for products requiring quality assurance (Durodola, 2024). Trust reduces perceived risk and acts as a mediator between perceived value and actual behavior. Similarly, trust in community agricultural products is based on beliefs about product authenticity, safety, and local sourcing. Consumers are more likely to buy these products when they believe in their quality and ethical significance (Prigent-Simonin & Hérault-Fournier, 2005). Despite increasing attention to trust mechanisms, few studies have compared both platform and product trust in the same research model. Thus, the following hypotheses are proposed:

H7. Trust in E-commerce platform affects the purchase intentions of community agricultural products.

H8. Trust in community agricultural products affects the purchase intentions of community agricultural products.

Trust often serves as a key mediating factor in the relationship between perceived value and purchase intention. Research in e-commerce has suggested that utilitarian value influences purchase intention not only directly, but also indirectly through trust. When consumers perceive a platform as efficient and effective, trust is developed, which reduces risk and promotes purchasing (Muslikhun et al., 2022). In rural e-commerce, this pathway is even more critical as consumers often lack direct contact with the seller or product. Despite this importance, trust as a mediator remains under-examined in community agricultural settings. Therefore, the following hypothesis is proposed:

H9. Trust in E-commerce platform mediates the relationship between the utilitarian value and the purchase intentions of community agricultural products.

In a similar vein, the enjoyment derived from a hedonic shopping experience can enhance trust, which in turn drives consumer decisions. It has been demonstrated that visually appealing and emotionally rewarding shopping environments positively affect consumers' trust in the platform (Nudiya et al., 2025). This trust acts as a bridge between emotional satisfaction and behavioral commitment. However,

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how this mechanism functions in the purchase of community agricultural products has not yet been adequately addressed. Therefore, the following hypothesis is proposed:

H10. Trust in E-commerce platform mediates the relationship between the hedonic value and the purchase intentions of community agricultural products.

Social value is also translated into behavioral outcomes through trust. Prior research has indicated that platforms promoting social causes and ethical business practices gain consumer trust, which in turn affects purchasing (Ebrahim, 2020). When social value is present, but trust is lacking, the consumer may hesitate to act on their values. This mediating role of trust has not been sufficiently tested in the community agriculture context. Therefore, the following hypothesis is proposed:

H11. Trust in E-commerce platform mediates the relationship between the social value and the purchase intentions of community agricultural products.

While much attention has been paid to platform trust, trust in the product itself is equally important. Utilitarian value in community agricultural products—such as freshness, convenience, and traceability—may contribute to trust, which then leads to purchase. This path has been supported by research showing that trust in the product can mediate the effect of perceived practical value on purchasing behavior (Giantari et al., 2013). However, few studies have investigated this relationship in localized agricultural markets. Therefore, the following hypothesis is proposed:

H12. Trust in community agricultural products mediates the relationship between the utilitarian value and the purchase intentions of community agricultural products.

The enjoyment or emotional satisfaction consumers gain from engaging with community agricultural products—such as aesthetic packaging, storytelling, or cultural resonance—may also influence purchase decisions through trust. When hedonic experiences are perceived as authentic, trust in the product is enhanced (Gu et al., 2023). This trust then serves as a psychological anchor supporting the consumer's final purchase decision. In the context of rural revitalization, this mechanism deserves deeper empirical investigation. Thus, the following hypothesis is proposed:

H13. Trust in community agricultural products mediates the relationship between the hedonic value and the purchase intentions of community agricultural products.

Finally, the social value associated with buying community agricultural products—such as support for local farmers or sustainable practices—can only result in actual purchase if mediated by trust. When consumers perceive that the social claims are genuine and impactful, their trust increases, which fosters purchase intention (Zheng et al., 2023). However, the exact role of trust in this value–intention

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relationship remains under-validated in community agricultural contexts. Therefore, the following hypothesis is proposed:

H14. Trust in community agricultural products mediates the relationship between the social value and the purchase intentions of community agricultural products.

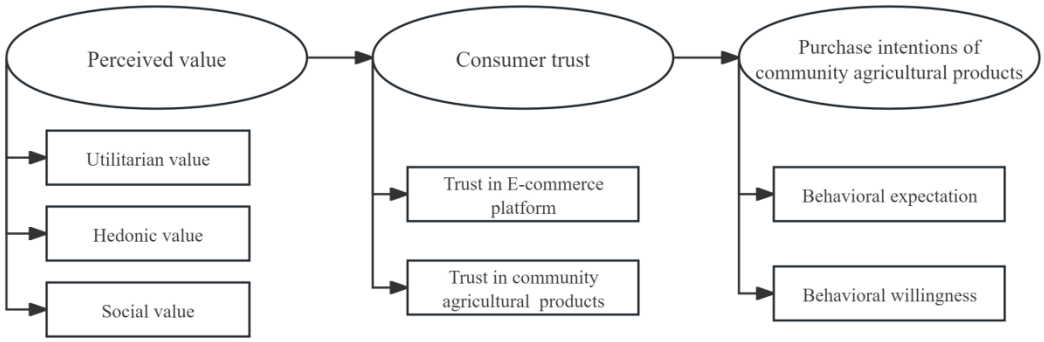


**Figure 1. Theoretical framework**

## 3.METHODOLOGY

This study investigates the factors influencing consumers' purchase intentions for community agricultural products in e-commerce under China's rural revitalization strategy. Anchored in the post-positivist paradigm, the research employs a quantitative methodology aimed at empirically testing a structural model composed of perceived value dimensions, consumer trust, and behavioral intentions. The survey data were analyzed using confirmatory factor analysis (CFA) and structural equation modeling (SEM) to assess the validity of the theoretical framework and examine both direct and mediating effects among variables. This approach allows for a rigorous examination of the relationships between constructs while ensuring generalizability and statistical robustness.

The study targets e-commerce users in Guangyuan city, Sichuan province, China who have experience purchasing community agricultural products via three major platforms: Taobao, Douyin, and Pinduoduo. Guangyuan was selected as the research site due to its unique positioning in China's rural revitalization campaign and its notable challenges in agricultural product distribution, such as underdeveloped logistics infrastructure in townships like Longshan and Pengdian. Despite the region's high-quality produce, local marketing remains limited and fragmented. E-commerce platforms thus offer an alternative channel for economic upliftment, making this population particularly relevant to the study objectives. A purposive sampling method was applied to ensure the recruitment of participants with practical engagement in online agricultural shopping. Data collection was conducted via the Questionnaire Star platform, which enabled wide digital dissemination and real-time data

monitoring. The sample size was calculated using ABEBE (2020) formula, yielding a minimum requirement of approximately 400 responses. Ultimately, 461 valid responses were obtained, which met the statistical adequacy for SEM analysis and enhanced the reliability of the findings.

The primary data collection instrument was a structured questionnaire consisting of six sections. The first section collected background information on respondents, including gender, age, education level, income, occupation, region of residence, and frequency of online agricultural product purchases. This demographic information was used to verify sample diversity and support the generalizability of the model across different consumer profiles.

The remaining five sections measured the study's key latent constructs using validated scales, each adapted from prior research and presented using a 5-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The second section focused on utilitarian value, referring to the functional and economic benefits consumers perceive when using e-commerce platforms for agricultural purchases. This scale was adapted from Sweeney and Soutar (2001) and further supported by Alam et al. (2023) and Lee et al. (2023). It included five items addressing seller credibility, product authenticity, cost-effectiveness, promotional appeal, and comparative value across channels. The third section measured hedonic value, defined as the emotional gratification and enjoyment derived from the shopping experience. This scale was also adapted from Sweeney and Soutar (2001), with the same secondary sources, and included five items covering enjoyment, relaxation, time-passing, and stress relief.

The fourth section evaluated social value, capturing the perceived societal and ethical significance of purchasing community agricultural products online. The scale was drawn from the same foundational work by Sweeney and Soutar (2001), revised to reflect contemporary concerns about sustainability and local economic development, with reference to Alam et al. (2023) and Lee et al. (2023). The items assessed consumers' perceptions of supporting farmers, alignment with personal values, and intentions to advocate for ethically responsible platforms. The fifth section assessed consumer trust, subdivided into two constructs: trust in e-commerce platforms and trust in community agricultural products. The former was measured using items adapted from Gefen and Straub (2004), and supported by Sohaib (2021)and Miao et al. (2022), addressing information accuracy, platform benevolence, transaction reliability, and product benefit belief. The latter was derived from Wongkitrungrueng and Assarut (2020), Abbas et al. (2023), and Sarkar et al. (2021), and examined perceptions of product authenticity, quality reliability, satisfaction expectations, and after-sales service.

The final section measured purchase intention, reflecting both behavioral willingness and behavioral expectation to buy community agricultural products through e-commerce. This scale was based on Chen

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and Dubinsky (2003), with revisions from Dewi et al. (2020) and Boubker and Douayri (2020). It included five items assessing consumers' likelihood to purchase, repeat purchase behavior, intention to recommend, preference for online shopping, and comparison with traditional purchase methods. The combination of these multi-dimensional constructs provided a comprehensive understanding of the factors influencing rural e-commerce behavior and supported the empirical testing of the proposed theoretical model.

To ensure the clarity, reliability, and empirical validity of the survey instrument used in this study, a pre-test was conducted prior to the formal data collection phase. A total of 97 valid responses were gathered from consumers in Guangyuan City who had prior experience purchasing community agricultural products through e-commerce platforms such as Meituan Preferred, Duo Duo Buying, Xing Sheng Preferred, Orange Heart Preferred, Box Horse Preferred, Ten Aloe Tuan, Daily Preferred, Amoy Vegetable and Vegetable, Jingxi Yi, and Pin Fresh. This pre-test served to assess the internal consistency and construct validity of the measurement scales and to refine the questionnaire structure based on empirical feedback. Subsequent reliability analysis confirmed that all constructs achieved Cronbach's α values above the 0.7 threshold, indicating high internal consistency. Furthermore, the validity of the instrument was supported by a KMO value of 0.905 and a significant Bartlett's Test of Sphericity ($\chi^2$ = 2321.751, $p < 0.001$), confirming sampling adequacy and sufficient inter-variable correlations for factor analysis. Exploratory factor analysis further validated the construct structure, with six factors extracted and a cumulative variance explanation rate of 75.910%, aligning with the conceptual model. These pre-test results established a robust empirical foundation for the formal survey and ensured the methodological rigor necessary for subsequent hypothesis testing.

## 4. RESULTS

### 4.1Sample basic information

The demographic profile of the 461 respondents provides a representative overview of e-commerce consumers engaging with community agricultural products in Guangyuan City. As shown in Table 1, the sample exhibits a balanced age distribution, with the majority concentrated between 28 and 57 years old (62.3%), indicating that the core consumer group lies within the economically active and digitally literate population. Gender distribution is nearly even, with male respondents accounting for 53.1% and female respondents for 46.9%, allowing for a gender-balanced analysis of behavioral tendencies. Geographically, participants were drawn from various key regions within Guangyuan, including Shangxiba (17.6%), Xiaxiba (15.6%), and Wanyuan (14.8%), ensuring spatial diversity in capturing local e-commerce engagement patterns.

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The data further reveal that online shopping is a frequent activity among respondents, with 63.4% reporting daily or weekly usage of e-commerce platforms. This suggests a high level of digital integration, which is essential for the uptake of online community agricultural product consumption. Notably, the three most frequently used platforms for agricultural purchases are Taobao (33.2%), Pinduoduo (31.1%), and Douyin (31.6%), which aligns with current market trends and validates the study's platform selection. In terms of socioeconomic background, respondents' monthly income is widely distributed, with a substantial proportion earning between 4001 and 8000 yuan (43.6%), reflecting a moderately affluent consumer base with purchasing power. Educational levels also demonstrate a wide range, with over 57% holding college-level education or above, which may contribute to greater awareness of product quality, origin, and sustainability—factors central to trust and value perception in agricultural e-commerce. These demographic insights provide an essential context for understanding the mechanisms that drive trust formation and purchase intentions in rural e-commerce environments.

**Table 1. Demographic information**

| | | Frequency | Percent |
|---|---|---|---|
| Age | Under 18 | 16 | 3.5 |
| | 18-27 | 96 | 20.8 |
| | 28-37 | 107 | 23.2 |
| | 38-47 | 80 | 17.4 |
| | 48-57 | 100 | 21.7 |
| | 58-67 | 28 | 6.1 |
| | 68+ | 34 | 7.4 |
| Gender | Male | 245 | 53.1 |
| | Female | 216 | 46.9 |
| Location (Region) | Dongba | 54 | 11.7 |
| | Wanyuan | 68 | 14.8 |
| | Xuefeng | 63 | 13.7 |
| | Laocheng | 63 | 13.7 |
| | Nanhe | 60 | 13.0 |

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| | | | |
|---|---|---|---|
| | Shangxiba | 81 | 17.6 |
| | xiaxiba | 72 | 15.6 |
| Frequency of shopping online | Daily | 140 | 30.4 |
| | Weekly | 152 | 33.0 |
| | Monthly | 132 | 28.6 |
| | Rarely | 37 | 8.0 |
| Which of the following E-commerce platform have you used to purchase agricultural products | Tao bao | 150 | 33.2 |
| | Pinduoduo | 145 | 31.1 |
| | Douyin | 146 | 31.6 |
| | Other platform | 20 | 4.1 |
| Personal monthly income (RMB) | Below 2000 | 10 | 2.2 |
| | 2001-4000 | 90 | 19.5 |
| | 4001-6000 | 98 | 21.3 |
| | 6001-8000 | 103 | 22.3 |
| | 8001-10000 | 81 | 17.6 |
| | 10001 and above | 79 | 17.1 |
| Level of Education | Primary school culture and below | 56 | 12.1 |
| | Junior high school graduated | 56 | 12.1 |
| | High School graduated | 84 | 18.2 |
| | Degree standard education | 103 | 22.3 |
| | Bachelor degree | 105 | 22.8 |
| | Graduate degree and above | 57 | 12.4 |

### 4.2 Descriptive statistics

Table 2 presents the descriptive statistical results for all measurement items across the six core constructs investigated in this study: utilitarian value, hedonic value, social value, trust in e-commerce

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platforms, trust in community agricultural products, and purchase intentions. The primary objective of conducting descriptive statistical analysis is to offer a foundational understanding of the data distribution, central tendencies, and variability. It also serves as a preliminary diagnostic tool to assess data normality—crucial for subsequent confirmatory factor analysis (CFA) and structural equation modeling (SEM).

The results indicate that all mean values fall within a moderate-to-high range (between 3.54 and 3.66), suggesting a generally favorable perception among respondents toward the examined variables. In terms of utilitarian value, all five items (UV1–UV5) report similar means (≈3.61), with relatively low standard deviations (~1.00), indicating consistent and moderately positive evaluations of functional benefits such as product credibility and value for money. Hedonic value items (HV1–HV5) display slightly higher means (around 3.59–3.64), suggesting that emotional gratification and enjoyment derived from shopping for community agricultural products online are recognized by users. Social value items also exhibit closely clustered means (3.56–3.66), implying that consumers acknowledge the ethical and community-supporting dimensions of their purchases.

Trust in both the e-commerce platforms (TE1–TE5) and in community agricultural products (TC1–TC5) is reflected through moderate mean scores (~3.54–3.66), revealing that while a baseline level of trust exists, there remains room for enhancing perceptions of reliability, authenticity, and customer assurance. Lastly, purchase intentions (PI1–PI5) show consistently strong scores (~3.58–3.64), which suggests a favorable inclination toward future engagement with community agricultural product e-commerce.

Furthermore, skewness values across all items are negative and range from approximately -0.59 to -0.93, while kurtosis values generally remain close to zero and below ±1, indicating an approximately normal distribution without significant skew or kurtosis issues. This affirms the data's suitability for parametric statistical testing in subsequent analyses.

In relation to the research focus—understanding the mechanisms that influence consumer trust and purchase intentions for community agricultural products within the context of rural revitalization—the descriptive statistics suggest a positive consumer outlook toward value-driven online agricultural commerce. These findings highlight the strategic opportunity for e-commerce platforms to further enhance perceived value dimensions and trust mechanisms to deepen consumer engagement in rural product markets.

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**Table 2. Descriptive Statistics Results**

| Study variables | Measurement items | Mean | Std. Deviation | Skewness | Kurtosis |
|---|---|---|---|---|---|
| Utilitarian value | UV1 | 3.620 | 1.001 | -0.740 | -0.237 |
| | UV2 | 3.600 | 1.041 | -0.712 | -0.386 |
| | UV3 | 3.610 | 1.002 | -0.792 | -0.068 |
| | UV4 | 3.620 | 0.999 | -0.782 | -0.040 |
| | UV5 | 3.610 | 1.004 | -0.685 | -0.394 |
| Hedonic value | HV1 | 3.640 | 1.028 | -0.791 | -0.189 |
| | HV2 | 3.630 | 0.997 | -0.762 | -0.231 |
| | HV3 | 3.590 | 0.987 | -0.846 | -0.018 |
| | HV4 | 3.590 | 1.006 | -0.776 | -0.146 |
| | HV5 | 3.590 | 1.009 | -0.925 | 0.129 |
| Social value | SV1 | 3.610 | 0.989 | -0.795 | -0.161 |
| | SV2 | 3.560 | 1.019 | -0.782 | -0.202 |
| | SV3 | 3.610 | 0.962 | -0.798 | -0.057 |
| | SV4 | 3.630 | 0.999 | -0.759 | -0.132 |
| | SV5 | 3.660 | 0.997 | -0.809 | -0.032 |
| Trust in E-commerce platform | TE1 | 3.570 | 1.007 | -0.699 | -0.374 |
| | TE2 | 3.630 | 1.017 | -0.659 | -0.435 |
| | TE3 | 3.660 | 0.998 | -0.677 | -0.288 |
| | TE4 | 3.580 | 0.978 | -0.768 | -0.179 |
| | TE5 | 3.600 | 1.008 | -0.586 | -0.577 |
| Trust in community agricultural products | TC1 | 3.600 | 1.053 | -0.834 | -0.135 |
| | TC2 | 3.540 | 1.020 | -0.689 | -0.520 |
| | TC3 | 3.570 | 0.938 | -0.792 | -0.044 |
| | TC4 | 3.580 | 0.985 | -0.845 | -0.147 |
| | TC5 | 3.590 | 1.015 | -0.710 | -0.329 |
| Purchase intentions of | PI1 | 3.620 | 0.992 | -0.746 | -0.115 |

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| | | | | | |
|---|---|---|---|---|---|
| community agricultural products | PI2 | 3.580 | 0.998 | -0.727 | -0.257 |
| | PI3 | 3.640 | 0.980 | -0.861 | 0.001 |
| | PI4 | 3.620 | 1.005 | -0.798 | -0.168 |
| | PI5 | 3.580 | 1.028 | -0.793 | -0.100 |

### 4.3 Reliability analysis

Table 3 presents the reliability analysis of the six primary constructs measured in this study: utilitarian value, hedonic value, social value, trust in e-commerce platforms, trust in community agricultural products, and purchase intentions. The aim of conducting this analysis is to assess the internal consistency of each construct using Cronbach's alpha (α), which evaluates the extent to which the items within a scale are correlated and measure the same underlying concept. A Cronbach's α value of 0.70 or above is generally considered acceptable in social science research, indicating reliable measurement instruments.

As shown in the table, all six constructs meet or exceed this threshold, with Cronbach's α values ranging from 0.843 to 0.873. Specifically, hedonic value (α = 0.873) and purchase intentions (α = 0.860) exhibit the highest internal consistency, suggesting that the items within these scales reliably capture respondents' emotional experiences and future behavioral intentions regarding community agricultural product purchases. Utilitarian value (α = 0.858) and social value (α = 0.857) also demonstrate strong reliability, confirming that items related to practical benefits and social impact are coherently structured and well-understood by the respondents. Both trust constructs—trust in e-commerce platforms (α = 0.850) and trust in community agricultural products (α = 0.843)—likewise display acceptable consistency, ensuring the validity of subsequent path modeling and mediation analyses involving trust variables.

The high reliability across all constructs indicates that the survey instrument used in this research is methodologically sound and suitable for advanced statistical analysis, including confirmatory factor analysis (CFA) and structural equation modeling (SEM). Moreover, the internal coherence of these constructs reinforces the robustness of the theoretical framework underpinning this study, which seeks to explore how perceived value and trust influence consumer behavior in the e-commerce context of community agricultural products under China's rural revitalization initiative. Reliable scales ensure that the relationships identified in the empirical model are grounded in consistent and trustworthy measurements, thereby enhancing the overall credibility of the research findings.

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**Table 3. Reliability Statistics**

| Study variables | Number of questions | Cronbach's α |
|---|---|---|
| Utilitarian value | 5 | 0.858 |
| Hedonic value | 5 | 0.873 |
| Social value | 5 | 0.857 |
| Trust in E-commerce platform | 5 | 0.850 |
| Trust in community agricultural products | 5 | 0.843 |
| Purchase intentions of community agricultural products | 5 | 0.860 |

### 4.4 Validity test

Table 4 presents the results of the construct validity assessment through the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. These tests were conducted to determine whether the dataset was appropriate for factor analysis, a critical step for verifying the dimensional structure of the measurement scales used in this study.

The KMO value reported is 0.956, which is well above the generally accepted threshold of 0.90, indicating excellent sampling adequacy. This result confirms that the correlations among the variables are sufficiently compact, allowing for the extraction of reliable factors. Moreover, Bartlett's Test of Sphericity yields a statistically significant result ($\chi^2 = 6871.690$, $df = 435$, $p < 0.001$), rejecting the null hypothesis that the correlation matrix is an identity matrix. This further supports the presence of meaningful interrelationships among the items and justifies the application of exploratory and confirmatory factor analyses.Together, the high KMO value and significant Bartlett's Test result establish a strong empirical foundation for factor analysis, ensuring the construct validity of the measurement model. These findings validate the scale structure across all six key constructs—utilitarian value, hedonic value, social value, trust in e-commerce platforms, trust in community agricultural products, and purchase intentions—and reinforce the robustness of the questionnaire design. This validity confirmation is essential for advancing theoretical modeling and accurately interpreting consumer behavior in the context of purchasing community agricultural products via e-commerce platforms under China's rural revitalization strategy.

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**Table 4. KMO and Bartlett's Test**

| **Kaiser-Meyer-Olkin Measure of Sampling Adequacy.** | | **.956** |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 6871.690 |
| | df | 435 |
| | Sig. | .000 |

### 4.5 Confirmatory factor analysis

Figure 1 illustrates the measurement model used to validate the latent constructs in this study, including utilitarian value, hedonic value, social value, trust in e-commerce platforms, trust in community agricultural products, and purchase intentions. All factor loadings exceed 0.6, confirming acceptable item reliability and good convergent validity. The inter-construct correlations are generally strong, particularly between utilitarian and hedonic value (0.706), and between trust variables and purchase intentions (above 0.61), indicating that perceived value and trust are closely interrelated in shaping consumer behavior. These findings provide robust empirical support for the theoretical model, confirming that consumer trust mediates the influence of perceived value on the intention to purchase community agricultural products through e-commerce platforms.

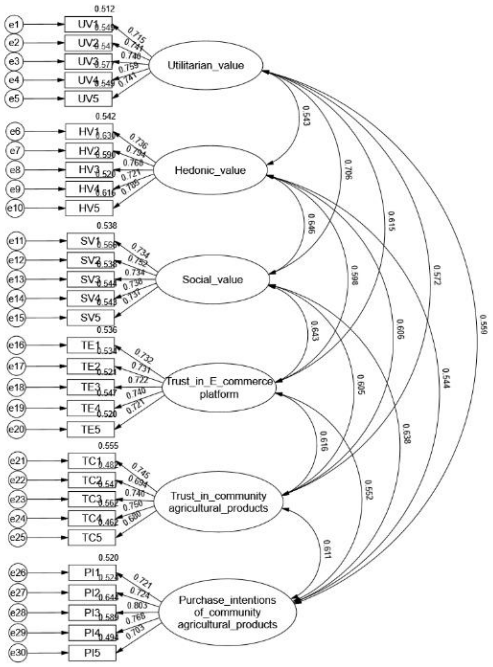


**Figure 2. Measurement model**

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Table 5 presents the fit indices for the measurement model, confirming an excellent model fit to the observed data. The chi-square/degrees of freedom ratio ($\chi^2$/df) is 0.917, well below the recommended threshold of 3, indicating minimal discrepancy between the model and the data. The Root Mean Square Error of Approximation (RMSEA) is 0.000, reflecting an exceptionally good fit. Additionally, all other fit indices exceed the recommended cutoff of 0.9: GFI (0.951), AGFI (0.942), NFI (0.949), and CFI (1.000). These results collectively validate the structural coherence and empirical adequacy of the measurement model, supporting its suitability for further hypothesis testing in the context of consumer purchase intentions for community agricultural products in e-commerce platforms.

**Table 5. Measure model fit metrics**

| Fit index | χ2/df | RMSEA | GFI | AGFI | NFI | CFI |
|---|---|---|---|---|---|---|
| Reference standards | <3 | <0.08 | >0.9 | >0.9 | >0.9 | >0.9 |
| Result | 0.917 | 0.000 | 0.951 | 0.942 | 0.949 | 1.000 |

### 4.6 Convergent validity

Table 6 presents the results of the convergent validity analysis, which assesses whether the items intended to measure a latent construct are indeed related to that construct. Convergent validity is evaluated through three key indicators: factor loading, composite reliability (CR), and average variance extracted (AVE). For all constructs in this study—Utilitarian Value, Hedonic Value, Social Value, Trust in E-commerce Platform, Trust in Community Agricultural Products, and Purchase Intentions of Community Agricultural Products—the results meet or exceed standard thresholds, indicating strong convergent validity.

Specifically, all standardized factor loadings exceed 0.68, well above the recommended minimum of 0.5, suggesting that each observed variable is a reliable indicator of its corresponding latent variable. The CR values for all constructs range from 0.845 to 0.873, surpassing the accepted threshold of 0.7, indicating high internal consistency of the measurement models. Similarly, the AVE values range from 0.522 to 0.580, all above the 0.5 benchmark, demonstrating that more than half of the variance in the observed variables is captured by the latent constructs.

These findings confirm that the measurement items in this study effectively converge on their respective theoretical constructs. This is particularly significant given the study's aim to understand the determinants of consumers' purchase intentions of community agricultural products through e-

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commerce platforms. The strong convergent validity ensures that the core constructs—value perceptions, trust, and behavioral intentions—are accurately and consistently measured, thereby reinforcing the robustness of the subsequent structural model analysis.

**Table 6. Convergence Validity**

| Latent variables | Observation indicators | Factor loading | CR | AVE |
|---|---|---|---|---|
| Utilitarian value | UV1 | 0.715 | 0.858 | 0.547 |
| | UV2 | 0.741 | | |
| | UV3 | 0.740 | | |
| | UV4 | 0.759 | | |
| | UV5 | 0.741 | | |
| Hedonic value | HV1 | 0.736 | 0.873 | 0.580 |
| | HV2 | 0.794 | | |
| | HV3 | 0.768 | | |
| | HV4 | 0.721 | | |
| | HV5 | 0.785 | | |
| Social value | SV1 | 0.734 | 0.858 | 0.546 |
| | SV2 | 0.752 | | |
| | SV3 | 0.734 | | |
| | SV4 | 0.738 | | |
| | SV5 | 0.737 | | |
| Trust in E-commerce platform | TE1 | 0.732 | 0.850 | 0.532 |
| | TE2 | 0.731 | | |
| | TE3 | 0.722 | | |
| | TE4 | 0.740 | | |
| | TE5 | 0.721 | | |
| Trust in community | TC1 | 0.745 | 0.845 | 0.522 |

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| | | | | |
|---|---|---|---|---|
| agricultural products | TC2 | 0.694 | | |
| | TC3 | 0.740 | | |
| | TC4 | 0.750 | | |
| | TC5 | 0.680 | | |
| Purchase intentions of community agricultural products | PI1 | 0.721 | 0.861 | 0.555 |
| | PI2 | 0.724 | | |
| | PI3 | 0.803 | | |
| | PI4 | 0.768 | | |
| | PI5 | 0.703 | | |

### 4.7 Discriminant validity

Table 7 presents the results of the discriminant validity test conducted to ensure the distinctiveness of each latent construct used in the structural model. Following the Fornell-Larcker criterion, discriminant validity is confirmed when the square root of the Average Variance Extracted (AVE) for each construct (diagonal values) exceeds the correlation coefficients between that construct and all other constructs (off-diagonal values). This test verifies that each latent variable captures phenomena that are not represented by other variables in the model.

The results demonstrate that all constructs meet the threshold for discriminant validity. For instance, the square root of AVE for Utilitarian Value is 0.740, which is greater than its correlations with Hedonic Value (0.543), Social Value (0.706), Trust in E-commerce Platform (0.615), Trust in Community Agricultural Products (0.572), and Purchase Intentions of Community Agricultural Products (0.559). Similarly, Hedonic Value shows a square root AVE of 0.762, which exceeds its highest inter-construct correlation of 0.646 (with Social Value). These results are consistent across all constructs: Social Value (√AVE = 0.739), Trust in E-commerce Platform (√AVE = 0.729), Trust in Community Agricultural Products (√AVE = 0.722), and Purchase Intentions (√AVE = 0.745) each demonstrate sufficient discriminant validity relative to their correlations with other constructs.

Furthermore, all inter-construct correlations are statistically significant at the $p < 0.001$ level, confirming that although the constructs are related—as is expected in behavioral research—they are not redundant. The relatively moderate correlation levels indicate that each construct captures a unique

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dimension of consumer behavior in the context of e-commerce platforms for community agricultural products.

These findings provide strong empirical support for the construct validity of the measurement model. The confirmed discriminant validity ensures that consumers in this study differentiate between various perceived value dimensions (utilitarian, hedonic, and social), trust in platforms and products, and their purchase intentions. This distinction is essential for accurately modeling the psychological mechanisms underlying consumer behavior and offers a solid foundation for subsequent structural equation modeling.

**Table 7. Discriminant validity test**

| Latent variables | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| Utilitarian value | 0.740 | | | | | |
| Hedonic value | 0.543*** | 0.762 | | | | |
| Social value | 0.706*** | 0.646*** | 0.739 | | | |
| Trust in E-commerce platform | 0.615*** | 0.598*** | 0.643*** | 0.729 | | |
| Trust in community agricultural products | 0.572*** | 0.606*** | 0.605*** | 0.616*** | 0.722 | |
| Purchase intentions of community agricultural products | 0.559*** | 0.544*** | 0.638*** | 0.552*** | 0.611*** | 0.745 |

Note: The diagonal is the square root of the corresponding dimension AVE

***: p<0.001

### 4.8 Common method bias

Table 8 presents the results of the common method bias (CMB) test, conducted to assess whether the data collected in this study suffer from substantial common method variance (CMV), which could

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threaten the validity of the findings. The Harman's single-factor test was employed for this purpose, using principal component analysis without rotation. According to this method, common method bias is considered problematic if a single factor emerges or if one general factor accounts for more than 50% of the total variance (Podsakoff et al., 2003).

As shown in the "Initial Eigenvalues" column, six factors were extracted with eigenvalues greater than 1, and the first factor accounts for 38.122% of the total variance. This value is well below the critical threshold of 50%, indicating that no single factor dominates the variance structure of the data. Additionally, the cumulative variance explained by the six factors after rotation is 64.254%, with the first rotated factor accounting for only 11.180%. These results confirm that the variance is distributed across multiple factors rather than concentrated in a single latent source.

The relatively balanced variance distribution among the extracted components provides strong evidence that common method bias is not a significant concern in this study. This suggests that the results derived from the survey data—particularly regarding consumers' perceived value, trust, and purchase intentions of community agricultural products in e-commerce platforms—are not unduly influenced by systematic measurement error or response biases stemming from the use of a single questionnaire source.

In summary, the findings from Table 8 support the methodological soundness of the study and reinforce the credibility of its empirical conclusions. The absence of significant common method bias ensures that the observed relationships among the constructs are genuine and not artifacts of the measurement process, thereby enhancing the internal validity of the research model.

**Table 8. Common variance bias test results**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 11.437 | 38.122 | 38.122 | 11.437 | 38.122 | 38.122 | 3.354 | 11.180 | 11.180 |
| 2 | 1.818 | 6.062 | 44.184 | 1.818 | 6.062 | 44.184 | 3.313 | 11.043 | 22.222 |
| 3 | 1.782 | 5.939 | 50.123 | 1.782 | 5.939 | 50.123 | 3.250 | 10.833 | 33.056 |

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|---|---|---|---|---|---|---|---|---|---|
| 4 | 1.608 | 5.359 | 55.482 | 1.608 | 5.359 | 55.482 | 3.190 | 10.632 | 43.688 |
| 5 | 1.432 | 4.772 | 60.254 | 1.432 | 4.772 | 60.254 | 3.149 | 10.496 | 54.184 |
| 6 | 1.200 | 4.000 | 64.254 | 1.200 | 4.000 | 64.254 | 3.021 | 10.070 | 64.254 |

### 4.9 Model fit metrics for the structural equation model

Table 9 presents the model fit metrics for the structural equation model (SEM), which evaluates how well the hypothesized structural relationships among the latent variables align with the observed data. Multiple indices are used to comprehensively assess model fit, each capturing a different aspect of model adequacy.

The chi-square to degrees of freedom ratio ($\chi^2/df$) is 0.944, well below the commonly accepted threshold of 3.0, indicating excellent overall model fit. The Root Mean Square Error of Approximation (RMSEA) is 0.008, substantially lower than the recommended cutoff of 0.08, suggesting a very close fit of the model to the population covariance matrix. Similarly, the Goodness-of-Fit Index (GFI) and the Adjusted Goodness-of-Fit Index (AGFI) are 0.944 and 0.934, respectively—both exceeding the accepted thresholds of 0.90 and 0.85—indicating strong absolute and adjusted model fit.

The Normed Fit Index (NFI) is 0.942 and the Comparative Fit Index (CFI) is 0.998, both significantly above the benchmark of 0.90, further supporting the model's strong incremental fit. These high values demonstrate that the proposed model fits the data substantially better than a null model, confirming the appropriateness of the theoretical framework employed in this study.

Taken together, these metrics indicate that the structural equation model provides an excellent representation of the data structure, validating the hypothesized relationships among perceived value dimensions (utilitarian, hedonic, and social value), trust (in e-commerce platforms and in community agricultural products), and purchase intentions. This robust model fit strengthens the empirical credibility of the study's findings and affirms the theoretical relevance of the SOR-based framework within the context of rural e-commerce and consumer behavior.

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**Table 9. Model fit metrics**

| Fit index | χ2/df | RMSEA | GFI | AGFI | NFI | CFI |
|---|---|---|---|---|---|---|
| Reference standards | <3 | <0.08 | >0.9 | >0.85 | >0.9 | >0.9 |
| Result | 0.944 | 0.008 | 0.944 | 0.934 | 0.942 | 0.998 |

### 4.10 Path analysis for direct effects

Table 10 presents the results of the structural equation model (SEM) path analysis, which evaluates the direct effects between the key latent variables in the proposed theoretical framework. The analysis confirms the statistical significance and strength of each hypothesized relationship through standardized path coefficients (β), standard errors (S.E.), critical ratios (C.R.), and p-values.

All eight hypothesized paths (H1–H8) are supported with statistically significant results ($p < 0.001$), indicating that the model's theoretical structure is robust and empirically valid. Specifically, Utilitarian Value (UV) exerts a significant positive influence on both Trust in E-commerce Platforms (TE) (β = 0.277, C.R. = 4.023) and Trust in Community Agricultural Products (TC) (β = 0.233, C.R. = 3.358), confirming H1 and H2. These results suggest that when consumers perceive practical benefits in e-commerce platforms—such as cost-effectiveness, credibility, and product authenticity—they are more likely to trust both the platforms and the products offered.

Similarly, Hedonic Value (HV) has a significant effect on both TE (β = 0.276, C.R. = 4.505) and TC (β = 0.333, C.R. = 5.251), supporting H3 and H4. These findings indicate that enjoyable and engaging shopping experiences enhance consumer trust in both the platform and the products. This highlights the role of emotional satisfaction in fostering trust in e-commerce settings.

Social Value (SV) also significantly affects TE (β = 0.289, C.R. = 3.726) and TC (β = 0.254, C.R. = 3.235), validating H5 and H6. This demonstrates that social and ethical considerations, such as supporting local farmers and sustainable practices, are important drivers of consumer trust in both the platform and the agricultural products.

Finally, both Trust in E-commerce Platforms (TE) and Trust in Community Agricultural Products (TC) have strong positive effects on Purchase Intentions (PI), with β values of 0.317 and 0.457 respectively, and high critical ratios (C.R. = 5.488 and 7.459), confirming H7 and H8. These results underscore trust as a critical mediator in converting perceived value into actual purchase intention.

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In sum, the path analysis results provide empirical support for the conceptual framework of this study, illustrating that utilitarian, hedonic, and social values significantly influence trust, which in turn directly enhances consumers' intentions to purchase community agricultural products through e-commerce platforms. These findings have strong implications for designing trust-centered marketing strategies within the rural revitalization context in China.

**Table 10. Structural equation model path test**

| Hypothesis | Path | Estimate | β | S.E. | C.R. | P | Results |
|---|---|---|---|---|---|---|---|
| **H1** | **UV→TE** | 0.285 | 0.277 | 0.071 | 4.023 | *** | Supported |
| **H2** | **UV→TC** | 0.255 | 0.233 | 0.076 | 3.358 | *** | Supported |
| **H3** | **HV→TE** | 0.269 | 0.276 | 0.060 | 4.505 | *** | Supported |
| **H4** | **HV→TC** | 0.345 | 0.333 | 0.066 | 5.251 | *** | Supported |
| **H5** | **SV→TE** | 0.293 | 0.289 | 0.079 | 3.726 | *** | Supported |
| **H6** | **SV→TC** | 0.274 | 0.254 | 0.085 | 3.235 | 0.001 | Supported |
| **H7** | **TE→PI** | 0.305 | 0.317 | 0.056 | 5.488 | *** | Supported |
| **H8** | **TC→PI** | 0.415 | 0.457 | 0.056 | 7.459 | *** | Supported |

**Note:** UV: Utilitarian value; HV: Hedonic value; SV: Social value; TE: Trust in E-commerce platform; TC: Trust in community agricultural products; PI: Purchase intentions of community agricultural products. ***: p<0.001

Figure 3 presents the AMOS output of the structural equation model, visually depicting the standardized path coefficients between the latent constructs: Utilitarian Value, Hedonic Value, Social Value, Trust in E-commerce Platform, Trust in Community Agricultural Products, and Purchase Intentions of Community Agricultural Products. The diagram confirms the theoretical model with all paths demonstrating statistically significant positive relationships.Specifically, both Trust in E-commerce Platform (β = 0.317) and Trust in Community Agricultural Products (β = 0.460) exhibit strong direct effects on Purchase Intentions, underscoring trust as a key mediating factor. Meanwhile, the three perceived value dimensions—utilitarian, hedonic, and social—exert indirect effects on purchase intention via their influence on trust. Each observed variable also loads significantly onto its respective latent construct, with factor loadings above 0.5, confirming measurement validity.Overall, the structural model visually affirms that enhancing perceived value and consumer trust is critical to

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promoting the purchase of community agricultural products through e-commerce, aligning with the study's objectives under the rural revitalization context in China.

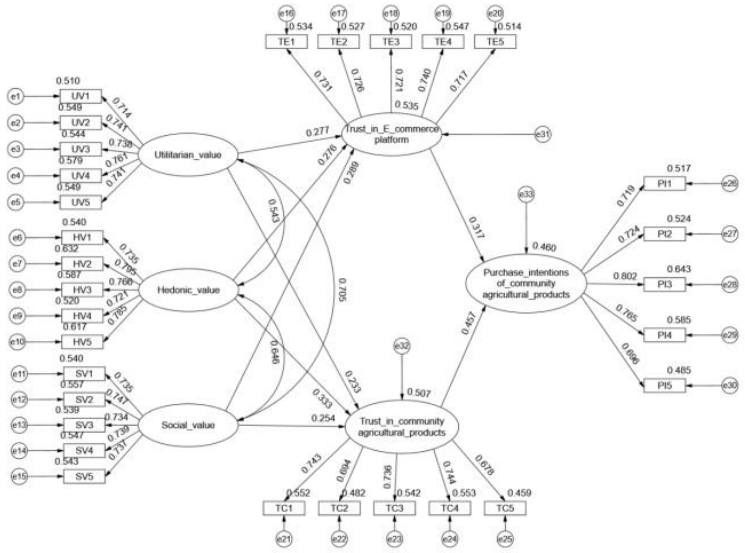


**Figure 3. AMOS output of Path Diagram for the structural model**

Table 11 serves as the theoretical mapping framework of this study, systematically linking each survey item (Q1–Q30) to its corresponding variable and theoretical foundation. The primary purpose of this table is to clearly align all measurement items with the Stimulus–Organism–Response (SOR) theory, thereby demonstrating how the theoretical constructs underpin the questionnaire design and support the research model on consumer behavior in e-commerce settings for community agricultural products.

As shown in the table, the first fifteen items (Q1–Q15) are categorized under the "Stimulus" component of the SOR theory and reflect perceived value, which includes utilitarian value (Q1–Q5), hedonic value (Q6–Q10), and social value (Q11–Q15). Utilitarian value refers to the functional and economic benefits consumers perceive from shopping on e-commerce platforms; hedonic value captures the emotional gratification and enjoyment derived from the shopping experience; and social value relates to the social approval, identity reinforcement, and ethical alignment consumers associate with purchasing local agricultural products.

Items Q16 to Q25 fall under the "Organism" component and are grounded in consumer trust theory. These include trust in e-commerce platforms (Q16–Q20) and trust in community agricultural products (Q21–Q25). These variables represent the internal psychological states of consumers that mediate the effect of external stimuli on their behavioral responses. Trust in the platform reflects users' confidence in its reliability and integrity, while trust in the products concerns their quality, authenticity, and service guarantees.

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Finally, the last set of items, Q26 to Q30, corresponds to the "Response" component of the SOR framework and measures purchase intentions of community agricultural products. These items capture consumers' behavioral tendencies and willingness to engage in purchasing through e-commerce platforms.

By organizing the measurement items in accordance with theoretical categories, Table 11 reinforces the conceptual coherence of the study and ensures that empirical testing remains anchored in a solid theoretical foundation. This not only strengthens the validity of the research design but also enhances the interpretability and applicability of the findings in the context of rural e-commerce and sustainable consumer behavior.

**Table 11. Theoretical underpinning of the problem**

| Items | Variables | Theories | |
|---|---|---|---|
| Q1 | Utilitarian value | Perceived Value | SOR Theory (Stimulus) |
| Q2 | | | |
| Q3 | | | |
| Q4 | | | |
| Q5 | Hedonic value | | |
| Q6 | | | |
| Q7 | | | |
| Q8 | | | |
| Q9 | | | |
| Q10 | Social value | | |
| Q11 | | | |
| Q12 | | | |
| Q13 | | | |
| Q14 | | | |
| Q15 | | | |
| Q16 | | | |
| Q17 | Trust in E-commerce platform | Consumer Trust | SOR Theory (Organism) |
| Q18 | | | |
| Q19 | | | |
| Q20 | | | |
| Q21 | Trust in community | | |

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| | | |
|---|---|---|
| Q22 | agricultural products | |
| Q23 | | |
| Q24 | | |
| Q25 | | |
| Q26 | | |
| Q27 | Purchase intentions | SOR Theory |
| Q28 | of community | (Response) |
| Q29 | agricultural products | |
| Q30 | | |

### 4.11 Path analysis for indirect effects

Table 12 presents the results of the mediation effect analysis using the bootstrap method, aiming to examine the indirect paths through which perceived values influence consumers' purchase intentions of community agricultural products. The analysis specifically tests the mediating role of trust in e-commerce platforms (TE) and trust in community agricultural products (TC) within the framework of the Stimulus–Organism–Response (SOR) theory. The table reports the effect sizes, standard errors (SE), and bias-corrected 95% confidence intervals (CI) for each hypothesized indirect path.

The first three hypotheses (H9–H11) examine whether trust in e-commerce platforms mediates the relationships between perceived values (utilitarian, hedonic, and social) and purchase intentions. All three mediation effects are statistically significant, as the confidence intervals do not include zero. Specifically, H9 (UV→TE→PI) has an indirect effect size of 0.087, H10 (HV→TE→PI) is 0.082, and H11 (SV→TE→PI) is 0.089. These results indicate that trust in the platform plays a meaningful mediating role in translating consumers' perceived value into purchase intentions, highlighting the importance of platform reliability and credibility in shaping online buying behavior.

The next three hypotheses (H12–H14) focus on the mediating effect of trust in community agricultural products. H12 (UV→TC→PI) and H13 (HV→TC→PI) are both supported, with effect sizes of 0.106 and 0.143, respectively. This suggests that when consumers perceive products as useful or emotionally satisfying, their trust in the quality and authenticity of community agricultural products strengthens, which in turn increases their purchase intentions.

However, H14 (SV→TC→PI) is not supported, as the 95% confidence interval includes zero (−0.002 to 0.266), indicating that the mediation path from social value through trust in community products to purchase intention is not statistically significant. This result implies that although consumers may value

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the social and ethical aspects of supporting local agriculture, these perceptions do not necessarily enhance their trust in the products themselves to a level that significantly drives purchasing behavior.

In summary, Table 12 demonstrates that both types of trust—platform and product—serve as key mediators between perceived values and purchase intentions, though with varying degrees of influence. The results validate the organism component of the SOR theory, emphasizing the critical role of trust in transforming external stimuli (value perceptions) into behavioral responses (purchase intentions) in rural e-commerce settings.

**Table 12. Mediation effect bootstrap test**

| Hypothesis | Mediation path | Effect size | SE | Bias-Corrected 95%CI | | Results |
|---|---|---|---|---|---|---|
| **H9** | **UV→TE→PI** | 0.087 | 0.042 | 0.023 | 0.198 | Supported |
| **H10** | **HV→TE→PI** | 0.082 | 0.036 | 0.020 | 0.167 | Supported |
| **H11** | **SV→TE→PI** | 0.089 | 0.047 | 0.013 | 0.202 | Supported |
| **H12** | **UV→TC→PI** | 0.106 | 0.054 | 0.015 | 0.235 | Supported |
| **H13** | **HV→TC→PI** | 0.143 | 0.051 | 0.061 | 0.264 | Supported |
| **H14** | **SV→TC→PI** | 0.114 | 0.064 | -0.002 | 0.266 | Rejected |

Note: UV:Utilitarian value; HV: Hedonic value; SV: Social value; TE: Trust in E-commerce platform; TC: Trust in community agricultural products; PI: Purchase intentions of community agricultural products.

### 4.12 Total Effects

Table 13 presents the total effects of key predictor variables on the purchase intentions of community agricultural products (PI), summarizing both direct and indirect influence pathways identified through structural equation modeling. The total effect combines the direct impact of each variable with its indirect effects mediated through trust constructs, offering a comprehensive view of how each factor contributes to consumer behavioral intentions in the context of rural e-commerce.

The strongest total effect is observed for trust in e-commerce platforms (TE→PI), with an effect size of 0.415 and a 95% bias-corrected confidence interval (CI) ranging from 0.255 to 0.586, indicating a highly significant and substantial influence. This underscores the pivotal role of platform trust in shaping

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consumers' willingness to purchase community agricultural products online, reflecting that perceptions of security, reliability, and platform competence are essential determinants of consumer engagement.

Hedonic value (HV→PI) also exerts a notable total effect of 0.226, with a CI between 0.117 and 0.348, suggesting that emotional satisfaction and enjoyable shopping experiences significantly enhance consumer intentions. This result highlights the importance of user experience design and emotional engagement strategies for rural e-commerce platforms.

Similarly, utilitarian value (UV→PI) shows a significant total effect of 0.193, with a CI from 0.066 to 0.328, confirming that practical benefits such as cost-effectiveness and product functionality also play a crucial role in encouraging purchasing behavior.

Social value (SV→PI) exhibits a total effect of 0.203, with a CI from 0.042 to 0.358, indicating that ethical considerations and the perceived contribution to community welfare positively influence consumers, albeit to a slightly lesser extent than hedonic and utilitarian values.

Collectively, these findings affirm the integrated structure of the Stimulus–Organism–Response (SOR) theory, demonstrating that both cognitive and emotional evaluations (stimuli) and internal psychological mechanisms (organism, such as trust) jointly shape consumer responses. The total effects presented in Table 13 provide empirical support for the model's robustness and offer valuable insights for developing targeted strategies to enhance consumer engagement with community agricultural products through e-commerce platforms.

**Table 13. Total Effects**

| Effect path | Effect size | SE | Bias-Corrected 95%CI | |
|---|---|---|---|---|
| **UV→PI** | 0.193 | 0.068 | 0.066 | 0.328 |
| **HV→PI** | 0.226 | 0.059 | 0.117 | 0.348 |
| **SV→PI** | 0.203 | 0.082 | 0.042 | 0.358 |
| **TE→PI** | 0.415 | 0.085 | 0.255 | 0.586 |

Note: UV: Utilitarian value; HV: Hedonic value; SV: Social value; TE: Trust in E-commerce platform; TC: Trust in community agricultural products; PI: Purchase intentions of community agricultural products.

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## 5.DISCUSSION AND CONCLUSION

### 5.1 Theoretical Implications

This study makes several important theoretical contributions to the field of consumer behavior, particularly in the context of e-commerce for community agricultural products under China's rural revitalization strategy. By integrating the Stimulus-Organism-Response (SOR) theory with perceived value theory and consumer trust theory, the research offers a comprehensive and context-sensitive framework for understanding rural consumer decision-making in digital marketplaces. The successful application of the SOR model to this domain extends its theoretical boundary beyond conventional retail and tourism contexts, demonstrating its adaptability to agricultural e-commerce and socially oriented consumption behaviors (Mehrabian & Russell, 1974; Robert & John, 1982).

One of the key theoretical contributions lies in the multidimensional conceptualization of perceived value. While previous studies have predominantly focused on utilitarian and hedonic value, this research introduces social value as an essential dimension, reflecting consumers' ethical concerns, social responsibility, and support for local agricultural communities. The inclusion of social value as a "stimulus" within the SOR model not only enhances the explanatory power of the framework but also adapts the value-perception theory to rural and sustainability-driven consumption scenarios. This addition provides a deeper understanding of how community identity, social recognition, and moral alignment shape consumer attitudes and behaviors in digital agricultural markets (Babin et al., 1994).

Another significant theoretical insight is the bifurcation of consumer trust into two distinct constructs: trust in e-commerce platforms and trust in community agricultural products. Unlike traditional approaches that treat trust as a unidimensional concept, this study conceptualizes trust as a dual-organism construct mediating the effect of perceived value on purchase intentions. The empirical findings confirm that both forms of trust play significant mediating roles, with trust in community agricultural products exerting a stronger influence on purchase intentions. This nuanced view advances the theoretical understanding of consumer trust in online environments and highlights its differentiated impact across transactional and product-specific dimensions (Model, 2003).

Furthermore, the structural equation model validated in this study confirms the robustness of the proposed theoretical framework. The empirical results support the hypothesized paths linking perceived values, trust mechanisms, and purchase intentions, thereby reinforcing the SOR model's relevance in capturing the complex interplay of psychological and behavioral factors in digital agricultural consumption. In particular, the significance of indirect effects underscores the mediating mechanisms through which internal evaluations, such as trust, convert external stimuli into behavioral

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responses (Duong et al., 2024). This finding contributes to a more holistic understanding of consumer psychology in the e-commerce context.

Overall, this study offers a novel theoretical lens to examine the digital transformation of agricultural product consumption in rural China. It extends classical consumer behavior theories to a socioeconomically and culturally unique context and provides a validated model for future research on ethical consumption, rural e-commerce, and sustainable marketing strategies. The integration of value-based stimuli and differentiated trust constructs within the SOR framework offers a replicable structure for studies seeking to explore consumer decision-making in other developing regions or emerging markets.

### 5.2 Practical Implication

The findings of this study offer significant insights for practitioners aiming to promote the consumption of community agricultural products through e-commerce platforms. By confirming that perceived utilitarian, hedonic, and social values are crucial antecedents to trust and purchase intentions, the research underscores the need for multi-dimensional value delivery strategies. E-commerce platforms should not only emphasize logistical efficiency and price competitiveness but also invest in creating enjoyable and emotionally engaging shopping experiences. Simultaneously, communicating the social benefits of supporting rural farmers—such as contributing to local economies and sustainable agriculture—can enhance consumers' social value perception. These strategies are essential for building differentiated brand positioning and fostering long-term consumer loyalty in the rural agricultural product market.

Furthermore, the mediating roles of trust in both e-commerce platforms and community agricultural products suggest that trust-building must be addressed at both the system and product levels. Platform providers should prioritize transparency, security, and user-centric interface design to reduce consumers' perceived risks. For agricultural producers and cooperatives, efforts should focus on ensuring product authenticity, improving quality control, and integrating regional identity and cultural narratives into branding efforts. Additionally, these insights provide valuable reference for policymakers and local governments, particularly in designing targeted interventions to support rural e-commerce ecosystems. Enhancing digital infrastructure, offering training on digital marketing for farmers, and establishing quality certification mechanisms can collectively advance the effectiveness of rural revitalization initiatives and promote inclusive, sustainable development in underrepresented regions.

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## 6.CONCLUSION

This study examined the factors influencing consumers' purchase intentions of community agricultural products via e-commerce platforms within the context of China's rural revitalization strategy. Grounded in the Stimulus-Organism-Response (SOR) theory and supported by perceived value and consumer trust theories, the research constructed a structural model involving six latent variables: utilitarian value, hedonic value, social value, trust in e-commerce platforms, trust in community agricultural products, and purchase intentions. Based on 461 valid survey responses from users in Guangyuan, Sichuan Province, the findings demonstrated that all three value dimensions significantly affect consumer trust, and that both forms of trust play a positive and mediating role in shaping purchase intentions. Trust in community agricultural products exhibited the strongest influence on purchase behavior.

Theoretically, this research enriches the application of the SOR model by integrating value-based stimuli and dual-trust mechanisms into the analysis of rural e-commerce behavior. It provides a comprehensive framework that bridges external perceptions and internal psychological states with behavioral outcomes. Practically, the findings offer strategic insights for e-commerce platform operators, local governments, and agricultural producers, suggesting that improving functional utility, enhancing emotional shopping experiences, and reinforcing the perceived social value of purchases can foster greater consumer trust and boost online sales of local agricultural goods, thereby supporting rural economic development.

Despite its contributions, this study is not without limitations. First, the research focused on a single geographic area, which may limit the generalizability of the findings across different regional or cultural contexts in China. Second, the use of cross-sectional survey data restricts the ability to capture dynamic changes in consumer behavior over time. Future research should consider longitudinal studies, expand the geographic scope, and incorporate additional moderating variables such as digital literacy, platform design, or policy awareness to further explore the mechanisms driving e-commerce adoption in rural agricultural markets.

**Appendix 1:**

| Construct | Items | Source |
|---|---|---|
| Utilitarian value | UV1.Sellers on these platforms appear to be legitimate. | Sweeney and Soutar (2001); Alam et al. (2023); Akdim et al. (2022) |
| | UV2.Products sold through these e-commerce platforms seem credible. | |

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| | | |
|---|---|---|
| | UV3.The agricultural products appear to be of good value. | |
| | UV4.The discounts for these agricultural products seem to be attractive. | |
| | UV5.Compared to other purchasing channels, buying agricultural products through these e-commerce platforms offers better value. | |
| Hedonic value | HV1.The relaxation of shopping on these e-commerce platforms. | Sweeney and Soutar (2001); Alam et al. (2023); Akdim et al. (2022) |
| | HV2.The enjoy of purchasing community agricultural products online | |
| | HV3.The interest of exploring the various offerings of community agricultural products on these platforms. | |
| | HV4.Shopping for community agricultural products online kills time. | |
| | HV5.While shopping on these e-commerce platforms dispels worries. | |
| Social value | SV1.Purchasing community agricultural products online supports local farmers. | Sweeney and Soutar (2001); Alam et al. (2023); Akdim et al. (2022) |
| | SV2.Buying these products supports sustainable development. | |

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| | | |
|---|---|---|
| | SV3.Purchasing community agricultural products online enhances social responsibility. | |
| | SV4.Shopping on these platforms aligns with ethical consumerism. | |
| | SV5.I Willing to recommend e-commerce platforms with positive impact to friends. | |
| Trust in E-commerce platform | TE1.Trusting the platform information about community agricultural products. | Gefen and Straub (2004); Sohaib (2021); Miao Miao et al. (2022) |
| | TE2.Trusting platform acts in the best interest of its consumers. | |
| | TE3.Willing to purchase community agricultural products recommended by the platform. | |
| | TE4.The platform ability of handling transactions securely and efficiently. | |
| | TE5.The community agricultural products offered by the platform are beneficial to consumers. | |
| Trust in community agricultural products | TC1.The community agricultural products sold on these platforms seem to be genuine. | Wongkitrungrueng and Assarut (2020); Abbas, Alnoor, Yin, et al. (2023); Sarkar et al. (2021) |
| | TC2.The quality of the community agricultural products offered seem to be reliable. | |

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| | | |
|---|---|---|
| | TC3.The product received matches the description provided on the e-commerce platform. | |
| | TC4.The degree of satisfaction of purchasing the community agricultural products. | |
| | TC5.The community agricultural products offers reliable customer service. | |
| Purchase intentions of community agricultural products | PI1.The possibility of purchasing these community agricultural products after browsing them on the e-commerce platform. | Chen and Dubinsky (2003); Dewi et al. (2020); Boubker and Douayri (2020) |
| | PI2.Return rate of purchasing community produce after browsing this e-commerce platform | |
| | PI3.Willing to recommend buying community produce on e-commerce platforms to friends. | |
| | PI4.Buying the agricultural products directly from the e-commerce platform seem to be the first choice. | |
| | PI5.Buying produce online is more attractive than traditional shopping methods. | |

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