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A Study on the Impact of China's Agricultural Poverty Alleviation Labels on Consumer Purchase Intentions in the Context of Live E-commerce

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Abstract

Purpose: This study aims to explore the mechanism by which poverty alleviation labels influence purchase intentions in the e-commerce environment, as well as the role of mediating factors within this process. **Research Design, Data, and Methodology:** The research employs a questionnaire survey method, targeting a sample of 1668 consumers in Anhui Province, China. It focuses on understanding the impact of poverty alleviation labels on e-commerce platforms and the involvement of mediating factors like capability trust, benevolence trust, and honesty trust in this relationship. **Results:** The results indicate that poverty alleviation labels on e-commerce platforms significantly enhance consumers' purchase intentions. Regression analysis validates the positive impact of poverty alleviation labels on purchase intentions, capability trust, benevolence trust, and honesty trust, revealing the existence of mediating effects. **Conclusions:** The study provides empirical support for e-commerce poverty alleviation marketing, emphasizing the importance of focusing on and strengthening consumer trust in products. It offers profound insights for both academic research and practical operations in related fields. However, the research is limited to Anhui Province, and future studies could consider expanding the sample size to gain a deeper understanding of regional and cultural variations. Additionally, further research is encouraged to explore the applicability of the findings to other sales channels.

Keywords : Poverty Alleviation Labels, Purchase Intentions, Capability Trust, Benevolence Trust, Honesty Trust

JEL Classification Code: C30, L81, M31

1. Introduction

Since the 19th National Congress of the Communist Party of China, China has adopted the strategy of rural revitalization to promote the comprehensive development of rural economy and society. It emphasizes the advancement of rural economic and social development through the construction of a modern agricultural system and the cultivation of rural cultural civilization (Wang et al., 2023). In this context, e-commerce plays a crucial role in rural revitalization and has garnered significant attention from the

government (Jiang et al., 2023). The Central Committee of the Communist Party of China and the State Council have repeatedly emphasized the key role of e-commerce in rural revitalization and the revitalization of the agricultural industry in various policy documents, known as "Number 1 documents" (Wu et al., 2022). E-commerce-enabled live streaming has emerged as a new sales model in rural areas, particularly flourishing after the COVID-19 pandemic (Wang & Yang, 2021). According to data from the China Industrial Research Institute, by the end of 2021, the total number of live streaming e-commerce users in China had

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exceeded 464 million. Agricultural product e-commerce live streaming, in particular, has become a powerful tool for promoting the revitalization of rural industries (Wang et al., 2021). Collaboration between e-commerce platforms and local governments through online live streaming has boosted agricultural product sales, with forms such as government-enterprise cooperation and live streaming by mayors and county officials achieving significant results, especially during the pandemic (Ren, 2021).

Poverty alleviation labels have become an important means of supporting agriculture through e-commerce. By adding poverty alleviation labels to agricultural products in impoverished areas, the concept of "poverty alleviation agricultural products" is directly conveyed to consumers (Fang & Huang, 2020). This approach has been widely used in e-commerce-enabled live streaming. For example, Sichuan Province achieved 50 billion yuan in sales by guiding consumer support for impoverished rural areas through the addition of poverty alleviation labels to agricultural products. Hunan Province also adopted poverty alleviation labels and successfully increased the sales of agricultural products in local impoverished areas through collaboration with e-commerce platforms. After successfully lifting millions out of poverty in 2020, China aims to complete the strategic transition from overall poverty alleviation to rural revitalization by 2025. Consumer poverty alleviation has become an attempt by the government to enhance the efficiency of poverty alleviation by promoting agricultural product consumption, increasing agricultural production scale, and boosting farmer income (Jie et al., 2020). Against the backdrop of the gradual popularization of e-commerce-enabled live streaming, many data show that e-commerce-enabled agriculture has a positive impact on consumers' purchase intentions (Yu & Zhang, 2022).

While some scholars have explored the impact of poverty alleviation labels on consumer purchase intentions, such as Wang et al. (2023) and Jiang et al. (2023), there is limited research from the perspective of e-commerce-enabled live streaming. This paper analyzes the impact mechanism of poverty alleviation labels on consumers' purchase intentions in e-commerce-enabled live streaming based on rational behavior theory (Harsanyi & Harsanyi, 1976). It conducts empirical analysis through questionnaire surveys, providing a valuable supplement to existing theoretical research and demonstrating innovation. The paper also discusses the mediating role of consumer trust in the process of poverty alleviation labels influencing purchase intentions. Although some scholars have considered the mediating role of consumer trust in the research process of consumer purchase intentions, such as Manzoor et al. (2020), Yu et al. (2021), few have studied the impact of consumer information on purchase intentions in

new sales models such as online sales and e-commerce live streaming. This paper thoroughly investigates the dual mediating effects of perceived value and consumer trust in the process of poverty alleviation labels influencing purchase intentions under the e-commerce-enabled live streaming mode, demonstrating a high level of innovation.

In summary, the research objective of this paper is to explore the impact of poverty alleviation labels on consumers' capability trust, benevolence trust, honesty trust, and purchase intentions in the context of e-commerce live streaming for agricultural assistance. Additionally, the paper investigates the influence of capability trust, benevolence trust, and honesty trust on purchase intentions. Finally, it examines the mediating role of capability trust, benevolence trust, and honesty trust between poverty alleviation labels and purchase intentions.

2. Literature Review

2.1. Poverty Alleviation Labels and Consumer Purchase Intentions

Labels are characteristics of a product that effectively showcase a specific feature, such as being low-carbon or eco-friendly. Through these features, consumers' perceptions of the product change, thereby influencing the purchase intentions of products with labels (Roberto et al., 2021). In foreign contexts, labels have been proven to play a significant role in areas such as food, ecology, and carbon emissions. However, due to the unique circumstances in China, in the specific context of consumer poverty alleviation, there are many uncertain factors affecting consumers' purchase intentions (Zeng et al., 2023).

Even for premium-priced products, attaching a poverty alleviation label may alter consumers' attitudes toward the product, making them more accepting of the premium (Wang et al., 2023). Unlike regular products or services, after attaching a poverty alleviation label, consumers can clearly understand the product's origin and the basic situation of impoverished areas. They recognize that purchasing such products is helpful to impoverished individuals, and this support will enhance their purchase intentions (Jiang et al., 2023). At the same time, poverty alleviation labels possess equal basic value, both serving to provide consumers with relevant product information.

Consumer poverty alleviation can be considered as part of cause-related marketing (Vrontis et al., 2020a). Cause-related marketing is when a company, under certain conditions, donates a certain amount of funds to charitable organizations through consumer-participated product exchanges (Vrontis et al., 2020b). This process involves various stakeholders such as economic, legal, and social

responsibility, and consumer purchasing behavior is a part of cause-related marketing. Schamp et al. (2023) studied consumer reactions to cause-related marketing and found that as long as the donation level exceeds consumers' personal cognitive expectations, donations significantly positively affect purchase intentions. The poverty alleviation attribute makes products with higher donation levels, thus increasing consumers' purchase intentions for poverty alleviation products, with poverty alleviation identification playing a certain role in influencing consumers' purchase intentions. Based on the above analysis, this paper proposes the following hypothesis:

H1: Poverty alleviation labels in e-commerce-enabled live streaming have a positive and significant impact on consumers' purchase intentions.

2.2. Poverty Alleviation Labels and Consumer Trust

Compared to traditional consumption, the virtual nature of online consumption is more pronounced, and the smooth conduct of online consumption activities relies heavily on consumer trust (Manzoor et al., 2020). In live streaming, although consumers can interact in real-time with hosts, the virtual nature of online platforms persists, and consumers still harbor concerns about the quality of products or services and after-sales service (Zhang et al., 2022). Poverty alleviation labels intuitively and clearly convey the "poverty alleviation" characteristics of products or services to consumers, while also reflecting the "charitable" significance of the product or service (Li et al., 2022). Poverty labels are recognized by government departments or relevant regulatory bodies, gaining a certain level of endorsement for the "poverty" characteristics of the product or service. This, to some extent, provides endorsement for the production capacity, product quality, and sales service capabilities of products or services in e-commerce-enabled live streaming, instilling trust in consumers (Fang & Huang, 2020).

Furthermore, the "endorsement" from government departments also acknowledges the "charitable" significance of poverty alleviation label products or services sold in e-commerce-enabled live streaming. This strengthens consumers' belief that their purchasing behavior contributes to "supporting agriculture," helping to enhance consumers' benevolence trust in products or services with poverty alleviation labels in e-commerce-enabled live streaming (Wang et al., 2021). Based on the above analysis, the following hypotheses are proposed:

H2: In e-commerce-enabled live streaming, poverty alleviation labels have a significant positive impact on consumers' capability trust.

H3: In e-commerce-enabled live streaming, poverty alleviation labels have a significant positive impact on consumers' benevolence trust.

H4: In e-commerce-enabled live streaming, poverty alleviation labels have a significant positive impact on consumers' honesty trust.

2.3. Consumer Trust and Purchase Intentions

Capability trust is the fundamental trust that consumers have in products with poverty alleviation labels sold in e-commerce-enabled live streaming (Huang & Lin, 2021). The utility of a product is the basic demand for consumers when purchasing poverty alleviation products (He, 2023). The production capacity, product quality, and sales service of manufacturers of poverty alleviation products in e-commerce-enabled live streaming directly determine consumers' subjective psychological feelings during the purchasing process and influence consumers' utility. The higher the capability trust in poverty alleviation products or services in e-commerce-enabled live streaming, the greater the consumer utility, and the stronger the purchase intention (Schamp et al., 2023). Products or services with poverty alleviation labels in e-commerce-enabled live streaming have evident "poverty alleviation" and "charitable" characteristics. Purchasing such products or services to some extent satisfies consumers' psychological need to "assist the underprivileged" and reflects consumers' realization of social value and contribution to society (Vrontis et al., 2020b). Therefore, the stronger the benevolence trust consumers have in products or services with poverty alleviation labels in e-commerce-enabled live streaming, the stronger the purchase intention. Purchase risk is a common concern for consumers in the online consumption environment, and the virtual nature of the internet makes consumers particularly concerned about the honesty and integrity of the sellers (Hou et al., 2020). Therefore, this paper believes that the higher the trust level in the honesty and integrity of all participants involved in the sale of poverty alleviation products in e-commerce-enabled live streaming, including e-commerce hosts, product producers, marketers, etc., the smaller the perceived purchase risk, and the stronger the purchase intention. Based on the above analysis, the following hypotheses are proposed:

H5: In e-commerce-enabled live streaming, consumers' capability trust has a significant positive impact on purchase intentions.

H6: In e-commerce-enabled live streaming, consumers' benevolence trust has a significant positive impact on purchase intentions.

H7: In e-commerce-enabled live streaming, consumers' honesty trust has a significant positive impact on purchase intentions.

2.4. Mediating Role of Consumer Trust

From the perspective of consumer psychology, trust in the consumption process is a subjective psychological activity of consumers, and consumer trust is the recognition of consumers' abilities, honesty, and benevolence towards products, manufacturers, sellers, etc. during the consumption process (Yu et al., 2021). According to social trust theory, the interactions between individuals form the basis for trust relationships among people. This interaction is a crucial channel for individuals to understand various complex environments and serves as the foundation for consumers' perception of the external environment (Delhey & Newton, 2003). The stronger the trust relationship, the more solid this foundation, and the stronger consumers' desire to perceive various factors in the product sales process, driving the enhancement of consumers' perceived value (Manzoor et al., 2020). In e-commerce-enabled live streaming, where the virtual nature of the internet often brings higher risks to consumers, consumer trust becomes a prerequisite for consumers to enter live streaming and be willing to explore products with poverty alleviation labels. The stronger this trust, the more consumers will have a favorable initial impression of products with poverty alleviation labels and related participants. This, in turn, enhances consumers' perception and appreciation of the functional, pricing, emotional, social, and interactive aspects of products with poverty alleviation labels in e-commerce-enabled live streaming (Wongsunopparat & Deng, 2021).

According to the Stimulus-Organism-Response (SOR) theory (Zhu et al., 2020), consumer trust is an emotional and psychological factor belonging to the same organism. In e-commerce-enabled live streaming, consumers achieve cognitive understanding of the authenticity of poverty alleviation labels, the expressed meaning, and the behavior of producers and sellers through online interactions, purchases, and usage. The higher consumers' trust in products with poverty alleviation labels in e-commerce-enabled live streaming, the more willing they are to purchase such products or services (Lu & Chen, 2021). Based on the above analysis, the following hypotheses are proposed:

H8: In e-commerce-enabled live streaming, consumers' capability trust plays a mediating role between poverty alleviation labels and purchase intentions.

H9: In e-commerce-enabled live streaming, consumers' benevolence trust plays a mediating role between poverty alleviation labels and purchase intentions.

H10: In e-commerce-enabled live streaming, consumers' honesty trust plays a mediating role between poverty alleviation labels and purchase intentions.

2.5. Research Model

Based on the Stimulus-Organism-Response (SOR) theory (Zhu et al., 2020), poverty alleviation labels serve as external stimuli by showcasing specific product characteristics, capturing consumers' attention. Consumers develop trust in poverty alleviation labels, forming capability trust, benevolence trust, and honesty trust. These trusts constitute the organism's cognition and attitudes. Consumers' purchase intentions are a response to these trusts, manifesting as a positive attitude and a desire to purchase the product. Drawing from the Rational Choice Theory (Harsanyi & Harsanyi, 1976), consumers form beliefs and attitudes about poverty alleviation labels, viewing the purchase of products with such labels as a positive behavior. Social expectations and individual values influence consumers' attitudes toward poverty alleviation labels, and the ultimate purchase intention is based on the integration of consumers' beliefs, attitudes, and subjective norms. Building on the Social Trust Theory (Delhey & Newton, 2003), consumers, through trust in poverty alleviation labels, establish trust in product quality and brand. This trust reflects society's trust in poverty alleviation activities and the authenticity of products, strengthening consumers' purchase intentions. When purchasing products with poverty alleviation labels, consumers feel the support of society, further increasing their willingness to purchase. Integrating the above theories, this paper proposes the model depicted in Figure 1.

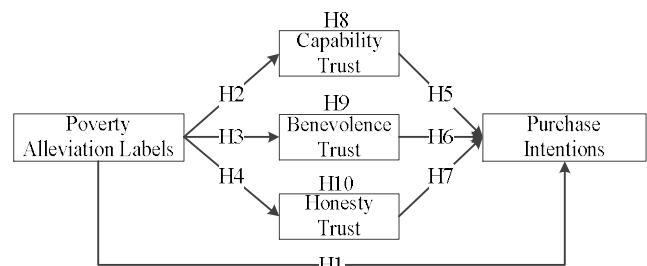


Figure 1: Research Model

3. Methodology

3.1. Research Tools

In terms of questionnaire item design, mature scales from existing academia were utilized, and the Back-translation method was employed to faithfully reproduce the

original true meaning of the measurement terms (Farh et al., 1987). Additionally, feedback from relevant corporate executives and experts was sought to make appropriate adjustments to the scales. The final version of the questionnaire was thus formulated. Likert 7-point scales were used to measure variables, with higher scores indicating a higher evaluation or approval of the issues addressed in the items.

For poverty alleviation labels, a single-dimensional scale with 6 items was adapted from the scale proposed by Chinese scholar Wang et al. (2023). Example items include: "The poverty alleviation label reflects the extent of the situation in impoverished areas." This measurement tool demonstrated sufficient reliability (Cronbach's $\alpha = 0.942$).

Purchase intentions were measured using a single-dimensional scale with 5 items, referencing the scale by Chong et al. (2018). Example items include: "Compared to offline, I am more willing to choose agricultural products or services in agricultural live broadcasts." This measurement tool exhibited satisfactory reliability (Cronbach's $\alpha = 0.924$).

Consumer trust was divided into 3 dimensions. Firstly, the capability trust scale was adapted from Lee and Turban (2001), consisting of 4 measurement items. Example items include: "I acknowledge the level of management in the production process of poverty alleviation products or services in agricultural live broadcasts." This measurement tool demonstrated sufficient reliability (Cronbach's $\alpha = 0.927$).

Secondly, the benevolence trust scale, with 3 items, was referenced from Doney and Cannon (2004). Example items include: "I trust that poverty alleviation products or services in e-commerce live broadcasts indeed come from impoverished areas." This measurement tool showed satisfactory reliability (Cronbach's $\alpha = 0.901$).

Lastly, the honesty trust scale, with 3 items, was adapted from Bahmanziari et al. (2009). Example items include: "You trust that agricultural live broadcasters or individuals will operate with integrity." This measurement tool demonstrated sufficient reliability (Cronbach's $\alpha = 0.922$).

3.2. Sample

The selection criteria for the formal survey in this study are relatively broad, encompassing adults aged 18 and above with experience in e-commerce shopping. As long as individuals meet these criteria, they fall within the scope of this study's questionnaire. The primary focus of this research is on the consumer population in Anhui Province, China. Anhui Province, located in the central part of China, has an economic development level and residents' income level that are generally in the middle range in China. This broadens the data obtained and helps to avoid interference

from extreme values in consumer income and spending levels.

Furthermore, Anhui Province has experienced rapid development in agricultural live broadcasts in recent years, especially with substantial support for impoverished areas. Numerous poverty-alleviation agricultural products, rural tourism, and rural handicrafts are promoted and sold through e-commerce live broadcasts.

The survey was conducted from October to December 2023. A total of 1800 research questionnaires were distributed, and after excluding incomplete or missing information, 1668 valid questionnaires were collected, resulting in an effective response rate of 92.7%.

Females constituted 45.80% of the sample, while males accounted for 54.20%. Rural residents made up 51.32% of the sample. The majority of participants were concentrated in the age range of 21-40, with 36.21% and 35.07% in the age groups of 21-30 and 31-40, respectively. Most participants had a monthly spending level of 2001 yuan or below, with significant proportions in the ranges of 1001-2000 yuan (15.23%) and 2001-4000 yuan (29.50%). Individuals with higher spending levels (6001 yuan and above) were relatively few.

4. Results

4.1. Reliability and Validity Analysis

As latent variables in this study are simultaneously measured by multiple items, it is essential to examine the consistency among the items within each latent variable, known as convergent validity. The results of this analysis are presented in Table 1. The Composite Reliability (CR) values, representing the internal consistency of latent variable indicators and equivalent to Cronbach's α coefficient, are indicators of composite reliability. Higher CR values indicate greater internal consistency of the latent variable, with 0.7 being the widely accepted threshold in academia. The Average Variance Extracted (AVE) calculates the average explanatory power of latent variables for observed variables. Higher AVE values suggest better convergent validity of the latent variable, with a generally accepted threshold of AVE greater than 0.5 (Govindarajan & Kopalle, 2006). From Table 1, it can be observed that the estimated significance values for all questionnaire items are at least at the 5% significance level.

Moreover, the CR values for each dimension are all above 0.9, far exceeding 0.7, indicating excellent consistency among the items within each dimension. The AVE values are all above 0.6, with the maximum reaching 0.800, demonstrating strong convergent validity among the dimensions (latent variables).

Table 1: Convergent Validity Test Results

Variables	Items	Significant Parameter Estimates					AVE	CR	α
		Unst. d	St. d	t	S.E.	p			
PAL	PAL-1	1.000	0.884	-	-	-	0.761	0.950	0.942
	PAL-2	1.081	0.789	9.474	0.039	***			
	PAL-3	0.987	0.857	9.500	0.045	***			
	PAL-4	0.985	0.899	9.500	0.035	***			
	PAL-5	1.099	0.920	9.406	0.034	***			
	PAL-6	0.931	0.880	9.359	0.030	***			
PI	PI-1	1.000	0.856	-	-	-	0.714	0.926	0.924
	PI-2	0.966	0.853	26.171	0.037	***			
	PI-3	0.971	0.849	25.969	0.037	***			
	PI-4	1.022	0.887	27.999	0.036	***			
	PI-5	0.975	0.775	22.395	0.044	***			
CT	CT-1	1.000	0.857	-	-	-	0.761	0.927	0.927
	CT-2	0.987	0.850	26.059	0.038	***			
	CT-3	1.046	0.902	28.838	0.036	***			
	CT-4	1.005	0.878	27.543	0.036	***			
BT	BT-1	1.000	0.827	-	-	-	0.754	0.902	0.901
	BT-2	1.117	0.919	25.478	0.044	***			
	BT-3	1.036	0.857	24.210	0.043	***			
HT	HT-1	1.000	0.897	-	-	-	0.800	0.923	0.922
	HT-2	1.024	0.914	31.321	0.033	***			
	HT-3	1.014	0.871	29.124	0.035	***			

Notes: *** $p < 0.001$; PAL (Poverty Alleviation Labels), PI (Purchase Intentions), CT (Capability Trust), BT (Benevolence Trust), HT (Honesty Trust)

Table 2: Descriptive Statistics for Each Variable ($n=1668$)

Variables	Mean	Median	Maximum	Minimum	Standard Error	Jarque-Bera
PAL	26.823	27	42	6	5.202	0.257
PI	21.343	21	35	5	6.326	1.995
CT	18.467	19	28	4	4.051	1.649
BT	13.797	14	21	3	3.984	0.704
HT	13.729	14	21	3	2.881	0.457

Notes: PAL (Poverty Alleviation Labels), PI (Purchase Intentions), CT (Capability Trust), BT (Benevolence Trust), HT (Honesty Trust)

4.2. Variable Configuration and Descriptive Statistics

Descriptive statistics for each variable were calculated (see Table 2). It can be observed that the maximum and minimum values for each variable fall within a normal range. The mean and median values exhibit minimal differences, and the standard deviations are relatively small. The Jarque-Bera values are positive and close to zero, indicating a noticeable normal distribution for each variable.

4.3. Correlation and Discriminant Validity

This study assessed discriminant validity using the Average Variance Extracted (AVE) method, as proposed by Fornell and Larcker (1981), to examine variable relationships and distinctions. Values on Table 3's diagonal,

the square root of AVEs, surpassed their respective correlation coefficients, indicating strong discriminant validity. Significant positive correlations were found among all variables, including between Poverty Alleviation Labels and various trusts (Capability, Benevolence, Honesty) and Purchase Intentions, supporting the study's hypotheses.

4.4. Hypothesis Testing

As shown in Table 4, in Model 1, with the explanatory variable being Poverty Alleviation Labels and the outcome variable being Purchase Intentions, the results indicate a positive impact of Poverty Alleviation Labels on Purchase Intentions ($\beta = 0.689, p < 0.001$), supporting Hypothesis H1. In Model 2, where the explanatory variable is Poverty Alleviation Labels and the outcome variable is Capability

Trust, the results demonstrate a positive influence of Poverty Alleviation Labels on Capability Trust ($\beta = 0.571, p < 0.001$), supporting Hypothesis H2. In Model 3, with Poverty Alleviation Labels as the explanatory variable and Benevolence Trust as the outcome variable, the results reveal a positive impact of Poverty Alleviation Labels on Benevolence Trust ($\beta = 0.449, p < 0.001$), supporting Hypothesis H3. In Model 4, where Poverty Alleviation Labels is the explanatory variable and Honesty Trust is the outcome variable, the results show a positive effect of Poverty Alleviation Labels on Honesty Trust ($\beta = 0.505, p < 0.001$), supporting Hypothesis H4.

Model 5 involves Capability Trust, Benevolence Trust, and Honesty Trust as explanatory variables, and Purchase Intentions as the outcome variable. The results indicate that Capability Trust positively influences Purchase Intentions ($\beta = 0.342, p < 0.001$), supporting Hypothesis H5;

Benevolence Trust positively affects Purchase Intentions ($\beta = 0.272, p < 0.001$), supporting Hypothesis H6; and Honesty Trust positively impacts Purchase Intentions ($\beta = 0.227, p < 0.001$), supporting Hypothesis H7.

Model 6 incorporates the mediating factors of Capability Trust, Benevolence Trust, and Honesty Trust on the basis of Model 1. By comparing the coefficients of Poverty Alleviation Labels on Purchase Intentions between Model 6 and Model 1, it is observed that the coefficient decreases from 0.689 in Model 1 to 0.126 in Model 6 after introducing the mediating variables (Capability Trust, Benevolence Trust, Honesty Trust). According to the causal step regression test proposed by Baron and Kenny (1986), this reduction suggests that Capability Trust, Benevolence Trust, and Honesty Trust act as mediators between Poverty Alleviation Labels and Purchase Intentions, supporting Hypotheses H8, H9, and H10.

Table 3: Linear Correlation Coefficients Among Variables.

Variables	PAL	CT	BT	HT	PI
PAL	0.872				
CT	0.571***	0.872			
BT	0.449***	0.413***	0.868		
HT	0.505***	0.364***	0.378***	0.894	
PI	0.689***	0.621***	0.603***	0.546***	0.872

Notes: *** $p < 0.001$; PAL (Poverty Alleviation Labels), PI (Purchase Intentions), CT (Capability Trust), BT (Benevolence Trust), HT (Honesty Trust)

Table 4: Regression Analysis Summary Table.

Variables	DV: PI	DV: CT	DV: BT	DV: HT	DV: PI	DV: PI
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
PAL	0.689***	0.571***	0.449***	0.505***		0.126***
CT					0.342***	0.294***
BT					0.272***	0.251***
HT					0.227***	0.189***
R^2	0.468	0.388	0.305	0.489	0.568	0.573
Adj R^2	0.468	0.388	0.305	0.489	0.567	0.559
F	80.083***	65.549***	51.702***	53.554***	96.478***	81.067***

Notes: *** $p < 0.001$; PAL (Poverty Alleviation Labels), PI (Purchase Intentions), CT (Capability Trust), BT (Benevolence Trust), HT (Honesty Trust)

5. Discussion

Poverty alleviation labels have a significant positive impact on purchase intentions. When consumers encounter poverty alleviation labels on e-commerce platforms, they are more inclined to support and purchase related products or services. This might be attributed to the fact that poverty alleviation labels convey a sense of social responsibility, resonating with consumers and thereby increasing their willingness to purchase (Jiang et al., 2023).

Poverty alleviation labels exert a significant positive influence on capability trust. Considered as an endorsement

of the production capability of products or services from impoverished areas, poverty alleviation labels enhance consumers' trust in the production process, thereby increasing capability trust (Huang & Lin, 2021; Manzoor et al., 2020). Poverty alleviation labels also positively affect benevolence trust, representing a goodwill support for impoverished areas. This increases consumers' trust in the benevolence of the origin of products or services, fostering the formation of benevolence trust (Vrontis et al., 2020a; Schamp et al., 2023; Vrontis et al., 2020b). Moreover, poverty alleviation labels have a significant positive impact on honesty trust, as consumers perceive them as an

acknowledgment of the authenticity of products or services from impoverished areas, thereby enhancing trust in the honesty of the products or services (Fang & Huang, 2020; Wang et al., 2021).

Capability trust, benevolence trust, and honesty trust play mediating roles in the impact of poverty alleviation labels on purchase intentions. This suggests that consumer trust in products or services is a key factor influencing their purchase intentions, and this trust is influenced by poverty alleviation labels. The introduction of mediating factors significantly diminishes the direct impact of poverty alleviation labels on purchase intentions, emphasizing the importance of capability trust, benevolence trust, and honesty trust in explaining the pathway through which poverty alleviation labels affect purchase intentions. This further confirms the existence of mediating effects.

In conclusion, the study results indicate that poverty alleviation labels not only directly influence purchase intentions but also indirectly enhance purchase intentions by bolstering consumer trust in products or services. This empirical support suggests that incorporating poverty alleviation labels in poverty alleviation marketing on e-commerce platforms is effective. The findings provide profound insights for businesses to formulate relevant strategies in the e-commerce environment.

6. Conclusion

This study systematically explores the mechanism through which poverty alleviation labels influence purchase intentions among e-commerce consumers in Anhui Province, China. The results demonstrate a positive role played by poverty alleviation labels in enhancing purchase intentions. Moreover, mediating factors, including capability trust, benevolence trust, and honesty trust, further strengthen this positive influence. This research not only provides empirical support for understanding the impact of poverty alleviation labels in the e-commerce environment but also offers valuable insights for academic research and practical operations in related fields. In e-commerce poverty alleviation marketing, focusing on and enhancing consumer trust in products, especially in terms of product capability, merchant goodwill, and honesty, is likely to further boost purchase intentions.

However, this study has some limitations, such as the sample being limited to Anhui Province, which may not fully represent the national situation. Future research could consider expanding the sample range and delving deeper into differences in various regions and cultural backgrounds. Additionally, this study focuses on the e-commerce environment, and further research is needed to explore the applicability of the findings to other sales channels.

This research provides empirical support for e-commerce poverty alleviation marketing strategies and offers in-depth insights into promoting the sales of poverty alleviation products and understanding consumer purchase intentions. It is hoped that this study will serve as a beneficial reference for scholars and practitioners in related fields.

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