

# From Culture to Clicks: A Literature Review on Consumer Behaviour in GI Agricultural Products via Live Streaming in ASEAN

Tan Ailin\*, Sharizal bin Hashim, Zuo Jiaqi

*Universiti Kebangsaan Malaysia*

Email: [P119857@siswa.ukm.edu.my](mailto:P119857@siswa.ukm.edu.my)

He Ying

*Chongqing Vocational Institute of Engineering*

*\* Corresponding Author*

## Abstract

**Purpose:** This paper reviews how live-streaming platforms influence consumer behaviour toward geographical indication (GI) agricultural products, with a focus on perceived value and cultural identity, and distils strategy takeaways for ASEAN SMEs operating in cross-border e-commerce.

**Design/methodology/approach:** Using an integrative literature review, we searched six databases (e.g., Scopus, Web of Science) for peer-reviewed work from 2010–2025. A four-stage screen yielded 72 studies, which were thematically analysed through four lenses: Elaboration Likelihood Model (ELM), Stimulus–Organism–Response (S-O-R), place-of-origin effects, and consumer ethnocentrism.

**Findings:** Platform affordances (interactivity, real-time engagement) and origin cues (GI labels, terroir/origin storytelling) raise perceived value and, via authenticity and cultural identity, translate into stronger purchase intention. Regional ethnocentrism conditions these pathways, with pronounced effects in cross-cultural ASEAN settings.

**Research limitations/implications:** As a conceptual synthesis, the review introduces no new empirical estimates. Included studies differ in methodological rigor, and several cultural constructs are only loosely specified. Future work should adopt multi-method designs and comparative replications to test the framework and examine regional heterogeneity.

**Practical implications:** SMEs can improve engagement and cross-border acceptance by embedding regional identity, enabling co-creation, and foregrounding authenticity in live-stream design, while selecting features that sustain trust and participation.

**Originality/value:** The review links platform design, origin signaling, and socio-cultural mechanisms into a workable model tailored to GI products in ASEAN live-stream markets, and converts the synthesis into actionable levers for SMEs.

**Keywords:** GI Products, Live Streaming, Consumer Behaviour, Perceived Value, Ethnocentrism

## Introduction

Geographical indication (GI) agricultural products are defined by qualities, reputations, or other attributes that stem from a specific place and its embedded know-how (WIPO, 2023). Iconic cases for example Cambodia's Kampot pepper, China's Pu'er tea, Malaysia's Bario rice carry functional utility alongside cultural identity, environmental linkages, and symbolic

meaning (Rangnekar, 2004; Teuber, 2010). As digital commerce expands, live-streaming has become a salient channel for GI promotion, blending visual storytelling, real-time interaction, and community influence (Wongkitrungrueng & Assarut, 2020).

Across Asia, live-streaming commerce has surged; China's gross merchandise volume reportedly exceeded USD 500 billion in 2024 (Statista, 2024). Platforms such as Taobao Live, Shopee, and TikTok Shop now serve SMEs as gateways to mass and niche segments. Beyond transacting, these venues convey origin, trust, and narrative, thereby fitting the logic of GI branding (Chen et al., 2025; Dua, 2024).

Yet the psychological and cultural mechanisms behind consumer responses to GI products in live streams remain unevenly specified. Classic lenses such as Elaboration Likelihood Model (ELM) and Stimulus–Organism–Response (S-O-R) were largely formulated for offline or relatively static digital settings; their portability to fast-paced, real-time, identity-rich streams is still thinly examined (Chakraborty et al., 2022; Gammoh et al., 2020).

To address this gap, the study undertakes an integrative literature review (ILR) of empirical and conceptual work on how GI cues and live-stream environments shape perceptions and behaviors. Four complementary perspectives organize the synthesis: ELM, S-O-R, the Place-of-Origin Effect (POOE), and Ethnocentrism Theory.

The review pursues four aims: (1) map applications of established consumer-behavior theories to GI/live-stream contexts; (2) identify how product cues and platform features shape perceived value and purchase intention; (3) assess moderating roles for cultural identity and regional ethnocentrism; and (4) extract strategic implications for ASEAN SMEs involved in cross-border digital branding.

Drawing on marketing, rural development, and consumer psychology, the paper provides a conceptual base for subsequent empirical tests and practical guidance for SMEs seeking to build trust and cultural resonance through live streams. Given ASEAN SMEs' challenges in cross-border penetration, digital trust-building, and differentiation, a sharper view of live-stream consumer behaviour has immediate managerial and policy relevance for regional digital transformation.

## **Method**

This study employs an integrative literature review (ILR) to address an emerging, cross-disciplinary domain in which evidence is scattered and theory development is needed. Rather than tallying findings, the ILR approach weaves results into theory, building a provisional explanatory architecture (Torraco, 2005). In contrast to systematic literature reviews (SLRs), which prioritise exhaustive and reproducible retrieval, our stance is interpretive, favouring thematic depth and conceptual integration appropriate for live-stream commerce where materials span cultural identity and digital engagement.

Whereas SLRs commonly aggregate quantitative results, an ILR links theoretical and empirical work into a coherent line of argument. Guided by this logic, the review: (1) maps the use of consumer-behaviour theories in GI marketing online; (2) identifies core variables in live-stream contexts (e.g., perceived value, interactivity, regional identity); (3) examines mediating and moderating mechanisms shaping purchase intentions; (4) derives strategic implications for ASEAN SMEs in culturally diverse e-commerce settings; and (5) maintains a cross-

disciplinary reading that brings marketing, rural development, consumer psychology, and digital media studies into the same conversation.

The choice of an ILR reflects the fragmented state of current research on GI marketing in live-stream settings. Work on GI branding, consumer ethnocentrism, and digital persuasion often proceeds in parallel. The ILR offers a flexible way to connect psychological constructs (e.g., perceived value), platform affordances (e.g., interactivity), and socio-cultural influences (e.g., regional identity) into a more consolidated account.

### ***Search Strategy***

In early 2025, we queried six databases namely Scopus, Web of Science, Google Scholar, ScienceDirect, Taylor & Francis Online, and Emerald Insight to secure broad coverage. Searches used the following Boolean strings:

("Geographical Indication" OR "GI products") AND  
("live-streaming e-commerce" OR "livestream commerce") AND  
("consumer behavior" OR "purchase intention") AND  
("perceived value" OR "value co-creation") AND  
("consumer ethnocentrism" OR "regional identity")

Limits: peer-reviewed, English-language, 2010–2025. Given the study focus, work centred on ASEAN or comparative East Asian contexts received priority.

### ***Inclusion and Exclusion Criteria***

Screening proceeded in four passes:

Titles/abstracts to remove non-relevant items (e.g., legal-only GI debates).

Full-text review for empirical/theoretical fit.

Backward/forward citation tracing of key papers.

Final selection on conceptual contribution and alignment with the review aims.

### ***Included if the item***

Addressed GI products within marketing, consumer decision-making, or cultural branding;

Reported empirical evidence involving live-streaming platforms;

Presented theoretical work applying or extending ELM, S-O-R, place-of-origin effects, or ethnocentrism;

Offered conceptual analyses with strategy/policy implications for digital agri-commerce.

### ***Excluded if the item***

Was not peer-reviewed (e.g., news briefs, promotional pieces);

Treated only technical infrastructure without consumer insight;

Focused solely on GI legal frameworks without behavioural implications.

### ***Data Extraction and Synthesis***

A total of 72 studies entered the thematic synthesis. Each was coded with a structured form capturing: theoretical framework (e.g., Elaboration Likelihood Model, S-O-R, Place-of-Origin Effect, Ethnocentrism Theory); consumer-behaviour constructs (e.g., trust, interactivity, perceived authenticity, purchase intention); methodological approach (quantitative, qualitative, mixed-methods); geographical context (ASEAN country, China, Europe, etc.); and platform (e.g., Shopee Live, TikTok, Taobao Live, Facebook Live).

To gauge methodological rigor and theoretical fit, we applied a modified Critical Appraisal Skills Programme (CASP) checklist (Singh, 2013). It assessed the clarity of research questions, coherence of argumentation, quality of interpretation, and relevance to the digital GI setting.

We then conducted a narrative synthesis supported by thematic coding. Categories were derived inductively from recurring patterns in the corpus and deductively from established constructs, enabling us to surface both common regularities and unresolved gaps that are elaborated in subsequent sections.

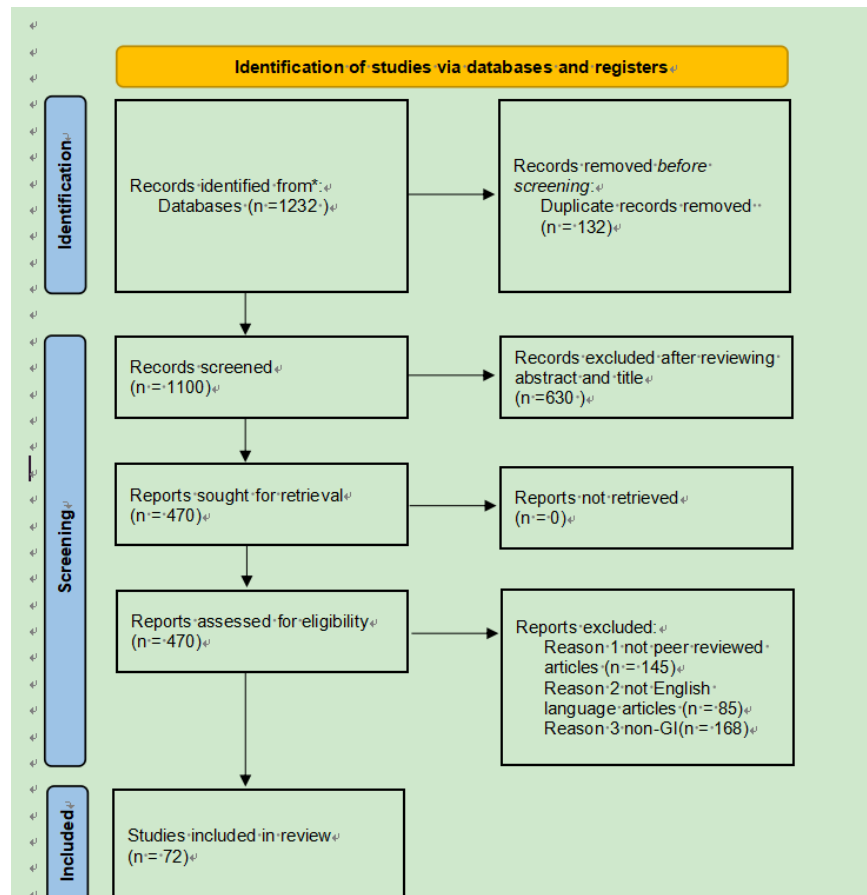


Figure 1 : Flowchart of literature identification and selection process

### Theoretical Foundations

Understanding consumer behavior around GI products in live-streaming commerce benefits from a multi-lens view. Four frameworks namely Elaboration Likelihood Model (ELM), Stimulus–Organism–Response (S-O-R), Place-of-Origin Effect (POOE), and Ethnocentrism Theory explain how audiences perceive, process, and respond to digital stimuli. Read together, they link message framing and platform features to cognitive–emotional states and cultural identity, clarifying how these elements work jointly to shape downstream choices.

#### *Elaboration Likelihood Model (ELM)*

The ELM (Cacioppo et al., 1986) distinguishes two persuasion routes: a central route involving careful scrutiny of message content and a peripheral route guided by surface cues (e.g., tone, attractiveness). Live-stream commerce typically activates both. For GI products, viewers engage the central route when they assess authenticity and production transparency for

example, when a host details PGI status, terroir attributes, or traditional farming practices. Peripheral processing is more likely when attention shifts to entertainment, host charisma, or urgency cues such as flash discounts (Bao & Wang, 2021; Ye et al., 2022).

Current evidence suggests high-involvement consumers those animated by health or heritage concerns are more inclined toward central processing, supporting stronger belief formation and brand loyalty. Low-involvement consumers rely more on peripheral signals, highlighting the importance of message framing and visual presentation in live-stream settings.

### ***Stimulus–Organism–Response (S-O-R) Model***

The S-O-R model (Mehrabian, 1974) holds that environmental stimuli (S) shape internal states (O), which in turn generate responses (R). In digital commerce, relevant stimuli include interactivity, visual richness, host responsiveness, and platform credibility (Guo et al., 2021). In GI live streams, real-time Q&A, farmer storytelling, and on-site demonstrations foster perceived authenticity and emotional bonding, which translate into purchase intentions and brand advocacy (Wu & Li, 2018). The model is especially useful for showing how platform affordances channel both affective and cognitive resonance with viewers.

### ***Place-of-Origin Effect (POOE)***

The place-of-origin effect explains how a product's geographical source shapes judgments of authenticity, quality, and trust (Verlegh & Steenkamp, 1999). GI labels trigger this mechanism by linking quality signals to specific regions. In live-streams, the effect is often amplified through on-site broadcasting, farmer participation, and culturally salient rituals, which help viewers visualise the distinctiveness of items such as Kampot pepper, Bario rice, or Pu'er tea. Such amplification meets functional expectations (quality, safety) while also creating symbolic and emotional value that motivates consumption (Wei et al., 2025). Empirical work further shows that origin cues, logos, dialect use, traditional attire raise perceived value, especially when the stream originates from authentic locales (Murphy et al., 2022).

### ***Ethnocentrism Theory***

Consumer ethnocentrism denotes a preference for domestic or culturally familiar goods, rooted in moral, economic, and identity considerations (Shimp & Sharma, 1987). In ASEAN markets, it operates at national and regional levels. Within GI live-streaming, language choice, cultural alignment, and host identity shape trust and willingness to buy; a host using local dialects or wearing regional attire can lower resistance to “foreign” GI products by increasing cultural proximity (Alam et al., 2022; Chen et al., 2023). Ethnocentrism also moderates the path from perceived value to purchase intention: when ethnocentric tendencies are high, even well-presented foreign GI goods face headwinds unless branding and delivery are carefully localized (Wu & Li, 2018).

ELM versus S-O-R. ELM foregrounds motivation-dependent processing (central vs. peripheral routes), whereas S-O-R emphasizes environmental triggers and the resulting affective/cognitive states. Read together, they show how message structure and contextual cues jointly shape GI evaluations in live-stream environments.

### ***Conceptual Synthesis & Framework***

Building on the preceding theories, this section integrates the core constructs and explains how they combine to shape consumer responses to GI agricultural products in live-streaming contexts. Rather than treating variables separately, we locate each within a multi-theoretical S–

O–R logic: platform and product cues (S) trigger internal cognitive–affective states (O), which then feed into behavioral outcomes (R).

### ***Stimuli: Platform and Product Features***

Two recurring categories of external cues drive engagement:

**Platform affordances.** Interactivity, visual richness, and host authenticity cultivate trust, attention, and involvement classic Stimulus (S) inputs in the S–O–R model (Wongkitrungrueng & Assarut, 2020; Wu & Li, 2018). These affordances also steer ELM processing, nudging viewers toward central or peripheral routes (Cacioppo et al., 1986).

**Product-centric signals.** GI labels, region-of-origin storytelling, and local-tradition symbols activate place-of-origin effects, reinforcing authenticity and quality perceptions especially when paired with live demonstrations or farmer-hosted streams (Bao & Wang, 2021; Verlegh & Steenkamp, 1999).

Together, platform features and origin signals operate as primary stimuli, setting the conditions for the organismic states and responses discussed next.

### ***Organism: Psychological and Symbolic Value***

Four interlinked internal constructs mediate decision making; perceived value, cultural identity, authenticity, and value co-creation:

**Perceived value** is the subjective give–receive trade-off shaped by quality judgments, emotional satisfaction, and social signaling (Xu et al., 2020; Zeithaml, 1988). In GI live streams it spans tangible utility (e.g., perceived healthiness, price fairness) and intangible meaning (e.g., local support, heritage preservation) (Guo et al., 2021).

**Cultural identity** reflects the fit between the product and consumers’ social, ethnic, or national values. GI offerings persuade more effectively when situated in culinary memory, regional pride, or shared narratives, rather than framed only in functional terms (Alam et al., 2022; Liang, 2022).

**Perceived authenticity** the sense that the stream or product is “real” and rooted in tradition acts as a key affective driver. On-site broadcasting, local dialects, and references to customs heighten authenticity, strengthening trust and emotional resonance (Loc, 2020; Wongkitrungrueng & Assarut, 2020).

**Value co-creation** invites viewers to shape presentation and decisions (e.g., suggest combinations, comment on bundles, vote), boosting personal involvement and loyalty by increasing perceived control and relevance; both functional and emotional value intensify (Murphy et al., 2022; Ye et al., 2022).

Taken together, these constructs form the Organism (O) layer of the S–O–R model, the internal meaning-making through which live-stream stimuli are interpreted before translating into behavior.

### ***Response: Behavioural Intentions***

Within the S–O–R chain, the Response (R) most often appears as purchase intention, with extensions to recommendation and repurchase. Evidence indicates that favorable responses



peak when perceived value and cultural alignment are jointly high, an interactive, not merely additive, linkage between internal states and behavioral outcomes (Guo et al., 2021; Ye et al., 2022).

### ***Moderator: Regional Ethnocentrism***

Regional ethnocentrism extends classic consumer ethnocentrism. Whereas the latter captures sub-national or national bias in product preference (Shimp & Sharma, 1987), the regional variant denotes preferences for goods from local or culturally adjacent regions, sometimes across borders. In ASEAN, cultural, linguistic, and religious proximity shapes trust and evaluation: consumers are more receptive to GI products that affirm regional/ethnic identity and more skeptical toward distant or unfamiliar origins, especially where cultural distance is large (Gammoh et al., 2020). For example, a Thai Muslim may accept GI goods from Southern Thailand or Malaysia more readily than GI-labelled items from China unless local cultural cues are used.

Functionally, regional ethnocentrism moderates the path from perceived value to purchase intention. High-ethnocentric consumers can discount both functional and emotional benefits when a GI product is seen as “out-group” or inauthentic; by contrast, strong cultural affinity or employing culturally congruent hosts reduces resistance and restores conversion (Wu & Li, 2018). Given the multiethnic reality of cross-border e-commerce, acknowledging and addressing regional ethnocentrism is essential.

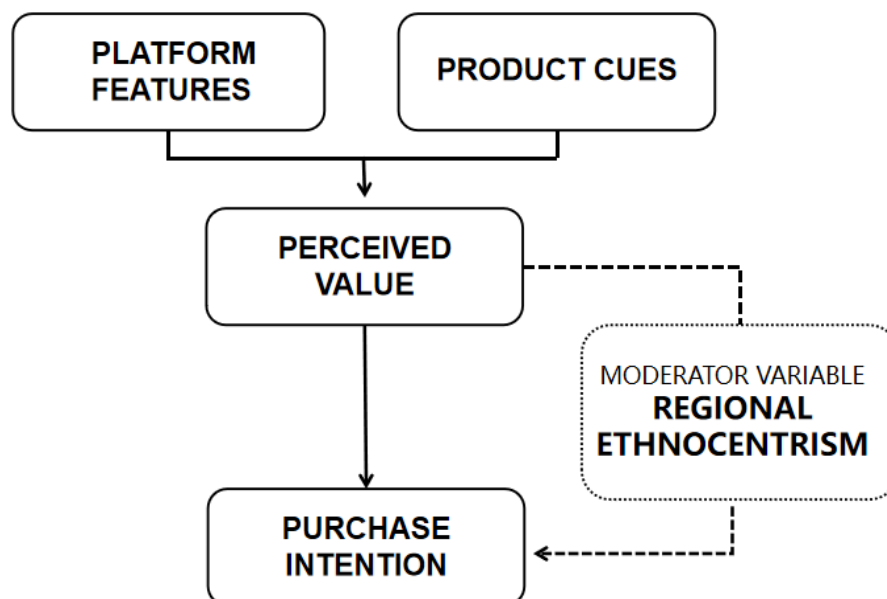


Figure 2: Proposed Framework

### **Research Gaps and Future Directions**

Several avenues remain thinly specified at the intersection of theory, method, and fast-moving practice in GI live streaming.

#### ***Under-Theorisation of Cultural Identity in GI Contexts***

Although regional ethnocentrism and perceived authenticity are well discussed, cultural identity is often a background control rather than a core mechanism. Future work: Build a multi-dimensional operationalization regional pride, culinary nostalgia,

symbolic nationalism and test how these facets shape evaluative and emotional responses to GI-branded products in live settings.

### ***Fragmentation between Platform Design and Consumer Psychology***

Features such as real-time polls, co-hosting, and AR visualization outpace our understanding of their effects on value perception and information-processing routes. Technical interface evolution and consumer theory often proceed in parallel. Future work: Specify how particular affordances (e.g., interactivity granularity, co-creation mechanisms) steer central vs. peripheral elaboration (ELM) and condition the impact of authenticity cues linking interface design to measurable shifts in cognition and affect.

### ***Transition to Implications: Bridging Theory and Practice***

Future studies should model the joint influence of platform design, product meaning, and user identity, rather than analyzing message content or consumer traits in isolation. This integrated lens underpins the actionable implications developed in the next section.

### **Strategic Implications for SMEs in ASEAN**

Translating the synthesis into actionable strategy, three levers stand out for SMEs promoting GI agricultural products via live streaming: (1) value construction, (2) cultural identity alignment, (3) platform experience design. Each follows directly from the theoretical and empirical insights above.

### ***Co-creating and Communicating Multidimensional Value***

GI offerings carry symbolic, cultural, and regional meanings in addition to utility. Live streams should therefore stage both functional and emotional value. Beyond feature displays, present authentic usage contexts local recipes, farming narratives, post-harvest rituals to heighten relevance. Such treatments activate central and peripheral processing (ELM), lifting perceived value and conversion. Invite viewers to co-create (e.g., suggest bundles, name promotions, vote on variants) to increase personal relevance and loyalty, particularly among digital-native cohorts (Murphy et al., 2022; Zeithaml, 1988).

### ***Embedding Cultural Identity and Regional Authenticity***

As shown earlier, cultural identity mediates the path from perception to purchase intention. Localize narratives linguistically and symbolically: deploy dialects, traditional attire, and culturally salient references to embed authenticity, aligning with demand for locally rooted food/Agri experiences (Alam et al., 2022; Liang, 2022). In cross-border contexts, use cultural adjacency shared culinary values or ASEAN-wide GI standards to reduce distance between ethnocentric consumers and foreign-sourced products.

### ***Designing Platforms that Support Engagement and Trust***

Platforms shape how products and producers are seen. Choose or customize environments that enable high interactivity, narrative control, and authenticity displays. Features such as dual-camera views (product + farmer), comment pinning, and viewer voting sustain engagement and signal transparency. Match platform choices to ethnocentric tendencies: in high-ethnocentrism segments, channels associated with local or national identity can raise receptivity and trust (Shimp & Sharma, 1987).



These moves are not generic; they sit at the intersection of consumer psychology, platform design, and regional storytelling, creating a differentiated, trust-rich, and culturally resonant presence in crowded digital marketplaces.

### Conclusion

This review consolidates diverse work on how live streaming enables consumption of geographical indication (GI) agricultural products, with emphasis on ASEAN SMEs. Using an integrative review, it connects the Elaboration Likelihood Model (ELM), Stimulus–Organism–Response (S-O-R), place-of-origin effects, and regional ethnocentrism to relate platform features, consumer perceptions, and behavioural outcomes.

The synthesis advances a structure in which GI signals and platform characteristics (Stimuli) shape perceived value, authenticity, and cultural alignment (Organism), culminating in purchase-related responses (Response). It also recognizes the moderating role of regional identity/ethnocentrism, offering a way to organize findings previously scattered across studies.

On the practical side, the review distils guidance for SMEs: craft culturally resonant narratives, enable co-creation to lift perceived value, and select platform affordances that fit audience engagement styles aligning platform design, consumer psychology, and cultural storytelling within a coherent digital strategy.

Several gaps persist: limited longitudinal evidence, under-analyzed ASEAN heterogeneity, and heavy reliance on self-reports. Progress calls for methodological diversification and interdisciplinary designs that combine behavioral analytics with cultural and experiential perspectives.

Overall, the review offers a conceptual foundation for future work—inviting scholars to refine and validate explanatory models, and enabling SME stakeholders to translate consumer-behavior insights into adaptive, context-specific strategies for GI promotion via live streaming. It contributes by unifying dispersed theories into a framework tailored to GI live-streaming and, in practice, by equipping ASEAN SMEs with culturally grounded approaches to platform selection, message framing, and cross-border audience engagement.

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