

Consumer Perceived Risk of Green Produce under Live E-Commerce

Weisi Geng

PhD Candidate, Economics, School of Social Sciences, Universiti Sains Malaysia, 11800, Penang, Malaysia. & Assistant Lecturer, Shandong College of Electronic Technology, 250200, Jinan, China. ORCID iD: <https://orcid.org/0009-0009-7390-4645>. Email: g_e_n_g@163.com

Fan Bingyu

PhD Candidate, Supply Chain Management, School of Management, Universiti Sains Malaysia, 11800, Penang, Malaysia. ORCID iD: <https://orcid.org/0009-0003-0482-7160>. Email: fanbingyu@student.usm.my

Siti 'Aisyah Binti Baharudin*

Senior Lecturer Dr. School of Social Sciences, Universiti Sains Malaysia, 11800, Penang, Malaysia. ORCID iD: <https://orcid.org/0000-0003-3462-4981>. Email: sab16@usm.my

Introduction

Live-streaming e-commerce, as an emerging shopping model, has seen significant growth worldwide and has become a prominent trend within the contemporary e-commerce landscape. Consumers engage with hosts who display products and facilitate interactive shopping through online live-streaming platforms, thereby generating increased purchase demand. With society's escalating concerns regarding environmental protection and sustainable development, the demand for green products is growing daily. Within the live e-commerce context, consumer perception and cognition of green products have become critical issues. Consumers' assessments of green products on live e-commerce platforms may encompass various risks, including product authenticity, the credibility of green labels, and the extent of concern for environmental protection and sustainability (Fang, 2018; Jia, 2019; Jiang, 2019; Jun, 2018; Ye & Jonilo, 2023). As global environmental challenges intensify, green products and sustainability have become integral to corporate sustainability strategies. In the realm of live e-commerce, promoting the green ethos and encouraging the consumption and production of green products has become a significant focus. Consumer perceptions in live e-commerce substantially influence green products, affecting not only purchasing decisions but also corporate sales and brand image.

In today's society, considerations of green products and sustainable development are essential for consumers when selecting products. Consequently, understanding consumers' perceptions and cognitive risks associated with green products, as well as the role of live-streaming e-commerce in shaping these perceptions, is vital for companies aiming to develop effective marketing strategies, enhance product credibility, and cultivate a positive brand image. Figure 01 illustrates the size and usage rates of e-commerce users from 2019 to 2022 (Chen et al., 2022; Guo et al., 2022; Wang, 2020; Zhang, Xu, & Liu, 2022; Zhu & Ahamat, 2023). The number of e-commerce users has been increasing annually, with usage rates also gradually rising. This article explores the

Erce through authentic communication to mitigate the cognitive risks associated with green products. Initially, the study examines the sources of perceived risk related to green products in the context of live streaming e-commerce. These sources include information asymmetry, the authenticity of environmental certifications, and the actual environmental impacts of the products. To build trust and credibility through authentic communication, the study proposes several strategies: presenting real cases and narratives, demonstrating the product usage process, responding to queries and addressing concerns, providing transparent information, and creating mechanisms for interaction and feedback. By fostering trust and credibility through authentic communication, it is possible effectively reduce consumers' perceived risks regarding green products in live e-commerce.

Keywords: Live E-Commerce, Consumers, Green Products, Perceived Risk.

role of green products in sales, development, and sustainable growth through e-commerce live streaming. It is anticipated in-depth research into these issues guide the sustainable development of green products within the live-streaming e-commerce industry and provide strategies and policies for relevant enterprises and government bodies to promote the consumption and production of green products.

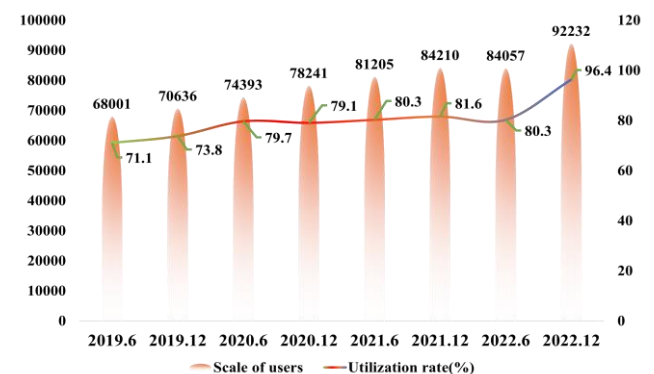


Figure 1: E-commerce User Size and Utilization, 2019-2022.

Consumer Perceptions of Green Products in Live E-commerce

Definition of Green Products

In live e-commerce, a green product defined as a product with a low environmental impact throughout the product life cycle, including the fact that the product should minimize adverse environmental effects during production, use, and disposal. In the production stage, green products should reduce energy consumption, waste, and pollutant emissions and follow environmental standards and sustainable production concepts. In the use phase, green products should be characterized by high efficiency, low energy consumption, and low emissions to reduce negative environmental impacts. At the same time, green products should be designed with the reuse and recycling of products in mind to minimize resource waste and damage to the natural environment (Kim & Peterson, 2017). Consumers must well informed of these characteristics to

identify better and select products that comply with the green concept. Understanding the definition of green products enables consumers to make choices on live e-commerce platforms that align with environmental ideas, thereby promoting ecological awareness and the development of the market for environmentally friendly products (Afaneh & Bello, 2023; Fichter, 2002; McKnight, Choudhury, & Kacmar, 2002; Peng, Ma, & Zhang, 2021; Qin, Liu, & Tian, 2021; Yu, Huo, & Zhang, 2021; Zhang & Wei, 2024). Enterprises should follow the definition of green products when promoting green products, provide accurate and reliable product information, and ensure that consumers' perceptions of green products match the actual environmental characteristics. By giving detailed ecological information and certification data, enterprises can enhance consumers' trust in green products, establish their environmental image, and promote the entire industrial chain in a more environmentally friendly and sustainable direction. Defining the concept of green products is of great significance in promoting environmentally friendly consumption and production. It not only helps consumers choose environmentally friendly products correctly but also helps enterprises establish an image of sustainable development and, at the same time, promotes the development of the whole industrial chain in a more environmentally friendly and sustainable direction (Bhatti & Alzahrani, 2023; Chiu & Cho, 2021; Geng et al., 2020; Tsang et al., 2021; Wang, Somogyi, & Charlebois, 2020a).

Factors Influencing Consumers' Perceptions of Green Products

In the live e-commerce process, consumer perception of green products shaped by a variety of factors. The authenticity and reliability of product information are particularly critical. When product information lacks authenticity or presents exaggerated claims regarding environmental benefits, consumers may become sceptical about the product's green attributes, which can ultimately reduce their purchase intentions. Therefore, providing authentic and reliable product information is essential for enhancing consumer perception of green products. Additionally, consumers often evaluate a product's environmental friendliness based on the ecological image of the live e-commerce platform or the company itself. Many consumers seek out expert evaluations or third-party environmental certifications to verify a product's environmental claims. Such expert and third-party endorsements can significantly bolster consumer confidence in a product's ecological attributes. Consequently, companies can improve the perceived ecological image of their products by securing expert recognition or obtaining third-party certifications (Janjevic & Winkenbach, 2020; Li & Li, 2022; Sánchez-Jara et al., 2023; Sriyakul & Chankoson, 2022). Moreover, the level of environmental awareness and knowledge among consumers plays a vital role in shaping their perception of green products. Individuals with greater environmental awareness and understanding are more likely to identify and choose genuinely green products.

Thus, initiatives aimed at educating consumers and enhancing their environmental knowledge can foster a more accurate

perception of green products. Social attention to environmental issues and prevailing public opinion also significantly influences consumer perceptions. When environmental matters become the focal point of societal discourse, consumers may exhibit heightened sensitivity towards the perception of green products. As such, companies can leverage public opinion and advertising to strengthen the ecological image of their products, thereby affecting consumer perceptions and purchasing decisions. Figure 2 illustrates the business model of live e-commerce (Almoussawi et al., 2022; Boysen, de Koster, & Weidinger, 2019; Wang et al., 2020b; Wang et al., 2020c; Wang, Yu, & Shen, 2019). In summary, multiple factors interact to shape consumer perceptions of green products. Authentic and reliable product information, the ecological image of platforms and enterprises, expert and third party evaluations, individual ecological awareness and knowledge, as well as the social environment and public opinion, all play significant roles in influencing these perceptions. To promote a more accurate consumer understanding of green products, platforms and enterprises must consider these factors, provide truthful and reliable product information, and enhance environmental protection messaging. This approach will ultimately facilitate the development and wider acceptance of environmentally friendly products in the market.

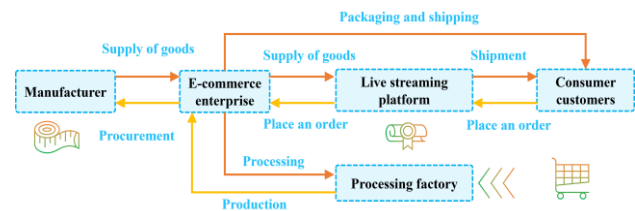


Figure 2: Flowchart of Direct Broadcast E-Commerce Business Model.

The Role of Live E-Commerce in shaping Consumer Perceptions

Image building is essential in shaping consumer perception, and this is particularly true for green products on live e-commerce platforms. Various factors influence consumers' perceptions of green products within this context. Live broadcasting allows consumers to observe the product's usage, its actual effects, and its environmental characteristics directly, facilitating an intuitive understanding of its features and ecological attributes. This platform for information exchange and product display significantly enhances consumer awareness of green products. Moreover, the introductions and interpretations provided by live streamers, as well as input from netizens and professionals during broadcasts, further deepen consumers' understanding and trust in green products. The interactive nature of live e-commerce platforms enables consumers to engage with the live host and other viewers through comments, questions, and pop-ups. This interaction allows users to share their experiences and knowledge about environmental protection, thereby enriching their understanding of green products. Such communicative engagement not only enhances awareness of product characteristics but also improves transparency and

trustworthiness. Additionally, live e-commerce platforms frequently invite experts, scholars, environmental organisations, or industry associations to conduct product evaluations and ecological certifications. These authoritative assessments offer consumers accurate information and reliable references, thereby bolstering their confidence in the environmental claims of the products and enhancing their overall trust in green offerings. Platforms also organise themed activities and special showcases for green products, as well as run campaigns to promote environmental knowledge. These initiatives help to raise consumer awareness about green products and stimulate interest in environmentally friendly options, thereby promoting the broader acceptance of such products in the live e-commerce arena. Figure 3 presents a theoretical model of shopping on a live e-commerce platform, reflecting the psychology of the buyer (Agag, 2019; Kooshesh, Kooshesh, & Marhamatizadeh, 2022). In conclusion, live e-commerce plays a crucial role in shaping consumer perceptions of green products. Through product demonstrations, user interaction, expert evaluations, environmental certifications, thematic events, and ecological awareness campaigns, live e-commerce platforms enhance consumer awareness and trust in green products, ultimately fostering their market popularity and increasing consumer engagement with environmentally friendly choices.

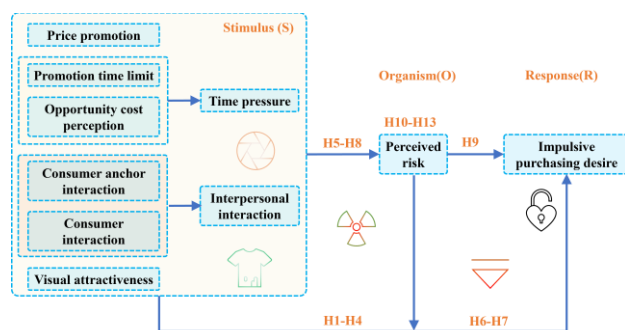


Figure 3: Theoretical Model of Shopping on a Live E-Commerce Platform.

Risks of Consumer Perception of Green Products

False Publicity and Misleading Statements about Green Products

In live e-commerce, consumer perceptions of green products could significantly be influenced by false advertising and misleading statements, which increase the perceived risks associated with these products. Such misleading information may encompass exaggerated claims about the environmental benefits of products, incorrect environmental certifications or labels, and inaccurate descriptions of their ecological attributes. This misinformation can lead to consumer misunderstandings regarding the environmental performance of products, ultimately affecting their perceptions and purchasing decisions regarding green products. Unscrupulous merchants may intentionally disseminate false claims and misleading information to pursue marketing gains, complicating consumers' ability accurately assess the environmental characteristics of products and heightening the

perceived risks associated with choosing green options. Live e-commerce platforms have a critical role in combating false advertising and misleading statements. They can enhance the auditing of product information to ensure that what displayed is accurate and reliable, while also prohibiting the dissemination of false propaganda and deceptive claims. Additionally, platforms can establish reporting mechanisms that encourage consumers and other users to report instances of false advertising. This proactive approach allows for the timely removal of incorrect information and helps to protect consumers' legitimate rights and interests. By implementing these measures, live e-commerce platforms can mitigate the negative impact of false advertising on consumers' perceptions of green products, thereby enhancing trust and recognition of these offerings. Figure 4 presents statistics on the reasons for purchasing harmful green products, with false advertising accounting for 16.7% of the factors identified (Agag, 2019; Jiang, 2019; Li, Shen, & Huang, 2019; Song, Yan, & Zhang, 2019).

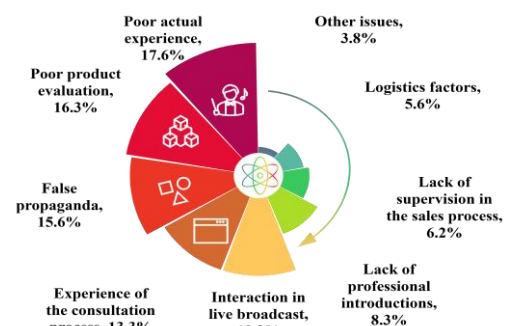


Figure 4: Statistics on Reasons for Purchasing Harmful Green Products.

Uncertainty about the Authenticity and Validity of Products

One significant risk associated with consumer perception of green products in live e-commerce is the uncertainty surrounding the authenticity and validity of these products. Given the nature of live-streaming e-commerce, consumers typically rely on on-screen displays and presentations by anchors to learn about the products. This reliance can lead to scepticism regarding the actual environmental attributes of the products. Factors such as false advertising, exaggerated ecological claims, and the absence of authentic environmental certifications can further obscure consumers' ability to assess the authenticity and ecological effectiveness of the products, thereby increasing the perceived risks associated with selecting green options (Guo, 2023). Figure 5 illustrates the relationship between the tendency of bandwagon anchors and product purchases, revealing that consumers tend to trust endorsements from platforms like Netflix more than those from other sources do, with government personnel following closely behind. This indicates that consumers' uncertainty about product authenticity and effectiveness can negatively affect their trust and willingness to purchase green products. To mitigate this risk, live e-commerce platforms can enhance the review and management of product information to ensure its authenticity and accuracy. Platforms should require merchants to provide credible environmental certifications and test reports from authoritative organisations to substantiate the ecological claims made about their products.

Additionally, offering professional insights and educational resources about environmental issues can help consumers gain a more comprehensive understanding of the ecological characteristics of the products, thereby reducing doubts about their authenticity and effectiveness. Furthermore, live e-commerce platforms can implement consumer evaluation and feedback mechanisms, allowing purchasers to share their real-life experiences and assessments of the products. Such mechanisms can enhance the transparency of product information, diminish uncertainty regarding product authenticity and effectiveness, and ultimately bolster consumer trust in green products.

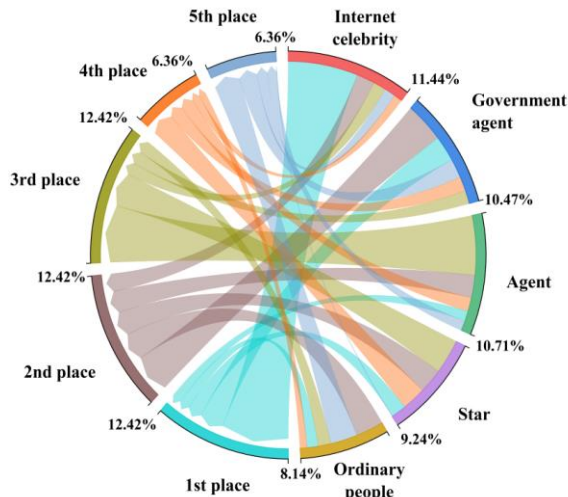


Figure 5: Live Broadcast E-Commerce Anchor Tendency Map.

The Impact of Consumer Perceived Risk on Live E-Commerce

Consumer Scepticism and Reduced Sales

The risk associated with consumer perceptions of green products can negatively affect live e-commerce platforms in

several ways. Firstly, scepticism regarding the authenticity and environmental effectiveness of these products may erode consumer trust in the platform. This lack of confidence can extend beyond green products, affecting consumers' willingness to trust other offerings, which ultimately harms the platform's reputation and credibility. Secondly, such scepticism can lead to reduced sales. When consumers doubt the environmental claims and authenticity of a product, they may adopt a more cautious approach to purchasing green products, resulting in decreased sales figures. This decline not only affects the economic interests of the platform but may also diminish merchants' motivation to invest in and develop green products, further hindering the supply and promotion of these offerings on the platform. To address these challenges, live-streaming e-commerce platforms must take proactive measures to enhance the transparency and trustworthiness of product information. Strengthening the review and management of product details is crucial to ensuring that information is both authentic and accurate. Additionally, platforms can provide professional insights and educational resources related to environmental issues, which will help consumers gain a more comprehensive understanding of the ecological characteristics of the products, thereby improving overall product trust. Establishing a consumer evaluation and feedback mechanism is also essential. This allows consumers who have purchased and used the products to share their experiences and assessments, offering valuable references for other potential buyers. Such mechanisms increase the transparency of product information, uphold the platform's reputation, and can boost the sales of green products. By implementing these strategies, live e-commerce platforms can mitigate consumer scepticism, enhance sales, and reinforce their reputation and credibility. Table 1 illustrates the e-commerce live marketing communication model and its content, highlighting the importance of information disclosure during live broadcasts in building audience trust (Jiang et al., 2019).

Table 1: E-Commerce Live Marketing Communication Modes and Content.

	Fixed Content (Viewers can Actively Block)	Optional Content (Anchor can Customize Content)	Pop-Up Content (Viewers can Actively Stop)
Main Dissemination Body	A1: live room name A2: Rank and Intimacy; A6: List of Commodities	A3: Announcement or Description of the Live Room	A4: Information on Lucky Draws/Preferential Offers A5: Reminder of Goods on Shelves
Secondary Communication Body	B1: Live to see the Number of Viewers B4: Number of Likes		B2: Live Broadcast Audience Behavior Alerts B3: Live see Discussion Forum

Impact on Brand Reputation and Loyalty

The risks associated with consumer perceptions of green products on live e-commerce platforms can significantly affect brand reputation and customer loyalty. When consumers express scepticism about the environmental attributes and authenticity of a product, they may begin to question the credibility of product information across the entire platform. This erosion of trust can lead to a broader reluctance to trust other products available on the platform, ultimately damaging its reputation and credibility. Furthermore, when scepticism arises regarding the authenticity and environmental effectiveness of a product, it

can extend to the brand itself, resulting in reputational harm. This scepticism not only undermines consumer confidence in the platform but also impacts customer loyalty, making consumers more hesitant to consider purchasing green products or engaging with the platform. Such doubts can diminish consumer commitment, potentially leading to a decreased willingness to shop on the platform and negatively affecting brand loyalty and long-term profitability. To mitigate these adverse effects, live e-commerce platforms must strengthen the review and management of product information to ensure its authenticity and accuracy. Additionally, providing professional insights and educational resources about environmental issues can help consumers

develop a more comprehensive understanding of the ecological characteristics of products, thereby increasing trust. Establishing a consumer evaluation and feedback mechanism is also crucial; it enables customers who have purchased and used the products to share their real-life experiences and assessments. This transparency can enhance trust in green products and bolster the reputation and credibility of the platform, ultimately fostering greater brand loyalty. By implementing these strategies, live e-commerce

platforms can reduce consumer scepticism, strengthen brand reputation, and enhance customer commitment, thereby increasing overall trust in both green products and the platform itself. Table 2 illustrates customer attitudes towards after-sales service for live green products, highlighting that shirking responsibility for after-sales accounts for a significant proportion of concerns (Li, Frederick, & Gereffi, 2019).

Table 2: Customers' Attitudes toward Live Green Products after Sale.

Attitude	Sample Size	Proportion (%)
No After-Sale Problems	86	26.14
Timely Resolution of After-Sale Problems	64	19.45
Direct Bad Evaluation	39	11.85
No Complaint Channel	49	14.89
Shirking Responsibility	68	20.67
Unable to Communicate	23	6.99

Legal and Ethical Issues Facing Businesses

The risks associated with consumer perceptions of green products on live e-commerce platforms can lead to significant legal and ethical issues for companies. When consumers express scepticism about the environmental attributes of a product, companies may become susceptible to legal actions stemming from false advertising or the promotion of misleading green products. Such false claims could violate relevant laws and regulations, including the Consumer Protection Law and the Advertising Law, exposing companies to potential legal liabilities, fines, and reputational damage. Exaggerating product characteristics or misrepresenting certifications not only undermines consumer interests but also jeopardises the reputation of the industry as a whole. Moreover, companies that promote green products on live e-commerce platforms, where doubts exist about the authenticity of these environmental claims, may encounter ethical dilemmas. Such practices contravene business ethics and can negatively affect the long-term sustainability and development of enterprises. To address these challenges, companies must enhance their auditing and management of product information to ensure its authenticity and accuracy. Compliance with applicable laws and regulations, such as the Advertising Law and the Consumer Protection Law, is crucial; companies should avoid exaggerating the environmental benefits of their products or employing false ecological certifications. Furthermore, adhering to business ethics is imperative, requiring companies to communicate product information honestly and transparently to safeguard consumers' legitimate rights and interests. Figure 6 presents a governance network map of live e-commerce product quality, illustrating that live platforms are subject to government regulation, while forums and consumers collaborate to uphold product integrity. The risk of consumer perceptions of green products can indeed trigger legal and ethical challenges for companies. To avert such issues, businesses need to strengthen the management and review of product information, ensure compliance with relevant laws and regulations, and uphold ethical standards by accurately presenting the environmental attributes of their products. This approach will help protect the company's reputation and the rights and interests of consumers.

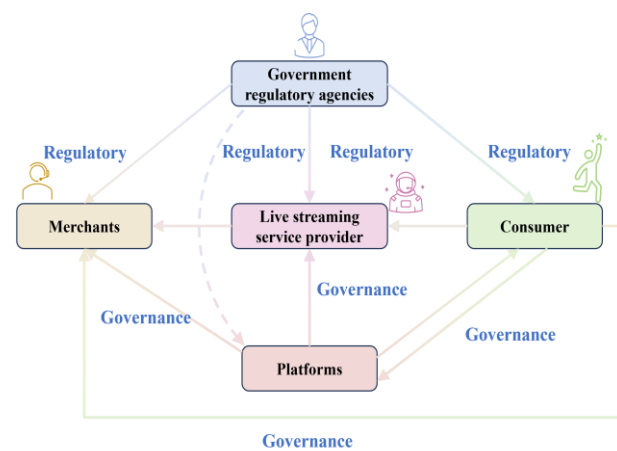


Figure 6: Network System for Product Quality Governance in Live E-Commerce.

Strategies to Reduce Consumer Perceived Risk in Live E-Commerce

Information Transparency and Disclosure

Live Streaming E-commerce Platforms and Business Practices

Enhancing the transparency and disclosure of product information is not only a strategy to mitigate the risks associated with consumer perceptions of green products but also a crucial step towards fostering a healthy and honest business ecosystem. By providing detailed product information and making certification and testing reports accessible, consumers can achieve a more comprehensive understanding of product characteristics and environmental attributes, thereby reducing suspicion and doubt. This transparency also plays a vital role in combating false advertising and fraudulent practices, while encouraging companies to improve product quality and sustainability. Consumer trust and recognition of green products are essential for sustainable business practices and brand development. Increasing the transparency and disclosure of product information forms the foundation for establishing this trust. Within e-commerce live streaming platforms,

enhancing the openness of product information can further bolster consumer confidence in the medium and foster loyalty towards the platform, thereby supporting its long-term development. Trust in these platforms is vital for their stable operation and sustainable growth. By providing effective and accurate product information, platforms can enhance users' trust, improve brand reputation, and attract more consumers and businesses to participate in the forum. Table 3 outlines the

key elements and corresponding measures relevant to the live e-commerce context. In summary, enhancing transparency and disclosure of product information not only mitigates the risks associated with consumer perceptions of green products but also contributes to the healthy development of the industry. It helps maintain the reputation of enterprises and platforms, strengthens consumer trust in products and media, and promotes sustainable operation and development.

Table 3: Statistics of E-Commerce Live Streaming Scene Elements.

Element	Scene 1	Scene 2	Scene 3	Scene 4	Scene 5
Anchor	✓	✓	✓	✓	✓
Users	×	✓	✓	✓	×
Merchandise	×	×	✓	✓	✓
Scripts	×	×	×	✓	✓
Measures	Web Celebrity Endorsement	Price Advantage to Attract Customers	Anchor Introduction Recommendation	Brand Activities + Advertising Endorsement	Anchor Performance Dance + Singing Recommend Action

Consumers and Information Transparency

In live e-commerce, enhancing transparency and disclosure of product information is a vital strategy for mitigating the risks associated with consumer perceptions of green products. To effectively identify and assess product information, consumers can adopt several approaches. To effectively, assess product information in live e-commerce, consumers should employ several strategies. Firstly, they should carefully read product introductions and descriptions to gain insights into the material composition, manufacturing processes, and environmental characteristics of the products. It is essential that e-commerce platforms and companies provide detailed product descriptions to support this comprehensive understanding. Secondly, consumers can analyze reviews and feedback from other buyers, which offer valuable insights into actual experiences concerning the product's environmental attributes. These genuine evaluations enable consumers to develop a more nuanced understanding of the product's real-world performance.

decisions in their purchasing processes. While enhancing the transparency and disclosure of product information, it is essential for consumers proactively seek and analyses this information. Doing so will help them obtain valid and accurate insights, thereby reducing the risks associated with perceptions of green products and enabling more informed and rational purchasing decisions. Figure 7 illustrates the tripartite relationship between consumers, e-commerce platforms, and regulators. This diagram underscores the importance of consumers actively screening information and defending their rights in a timely manner when they encounter potential infringements on their interests. By taking these steps, consumers can better protect themselves and contribute to a more transparent and trustworthy e-commerce environment.

Third-Party Authentication and Validation

Authentication and Presentation

To improve transparency and disclosure of product information, companies can implement several measures related to third-party certification and verification, thereby reducing consumers' cognitive risks regarding green products. Firstly, diversifying certifications beyond environmental standards to include quality and sustainability certifications can significantly enhance consumer trust in products. These additional certifications reinforce the product's overall quality and commitment to sustainability. Secondly, establishing partnerships with authoritative certification bodies and industry organizations can provide companies with further certifications and professional support, enhancing the credibility of their offerings. Collaborating with these entities not only strengthens product validation but also signals a commitment to high standards. Additionally, companies can leverage third-party verification platforms to present certification and verification information about their products. These platforms typically regarded as transparent and credible, providing consumers with reliable product information. Furthermore, implementing a rigorous internal audit program is essential. This program should ensure that the environmental attributes of products meet certification requirements through quality control and supervision of the production process. Such measures guarantee the truthfulness

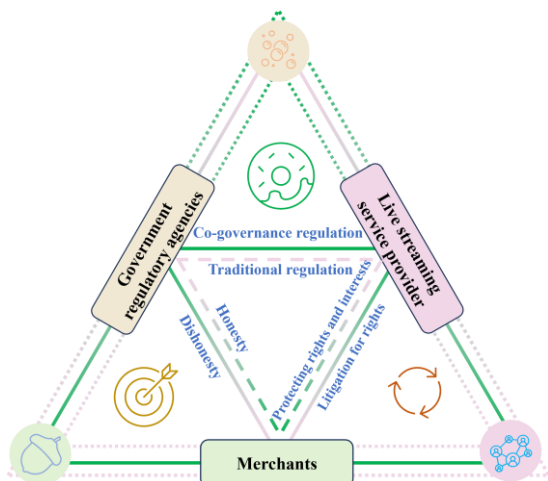


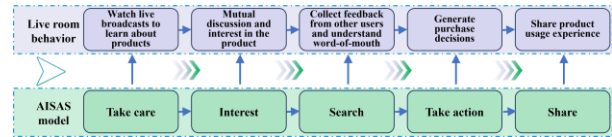
Figure 7: Three-Way Game Diagram of Consumers, Live Streaming E-Commerce Companies, and Regulators.

Additionally, seeking professional advice from experts in environmental organizations can further enhance consumers' knowledge by providing authoritative product information and guidance regarding environmental impacts. Together, these approaches empower consumers to make informed

and accuracy of product information. Collectively, these initiatives not only help to mitigate the risks associated with consumer perceptions of green products but also enhance a company's sustainability and brand image. By fostering transparency and credibility, companies can gain consumer trust and contribute to a more sustainable and transparent industry overall.

Viewing and Identification

When consumers in live e-commerce seek to view and identify third-party certifications and verifications of products, there are several effective strategies, which they can employ. Firstly, checking the product packaging or labeling is a straightforward approach, as many products display certification marks such as environmental or green certifications. By scrutinizing the packaging, consumers can confirm whether the product has received relevant third-party endorsements. Secondly, consumers should visit the official websites of companies or refer to product manuals, where certification information and verification reports typically provided. These sources offer detailed insights into the certifications a product has obtained. Another useful method is to consult third-party certification organizations, which often maintain online databases. These databases allow consumers to verify the certification status of a product and ensure that it meets the necessary standards. Consumers can also review evaluation and assessment reports, usually published by professional organizations or authoritative media. These reports provide valuable information on product certification and verification, enhancing consumer understanding. Finally, if there are doubts regarding the certification information, consumers can seek professional advice from environmental organizations, consumer rights groups, or other experts to obtain accurate and reliable information about certification identification. By employing these methods, consumers can effectively view and identify third-party certification and verification information, thus gaining a better understanding of a product's environmental attributes. This knowledge helps reduce the perceived risks associated with green products and supports more rational and informed purchasing decisions. Figure 8 illustrates the psychology of customer behavior in the live e-commerce environment, highlighting the various factors that influence consumer actions.



Building Trust and Credibility through Authentic Communication

In the context of live e-commerce, establishing accurate communication is a vital strategy for mitigating the risks associated with consumer perceptions of green products. By fostering trust and credibility, companies can enhance consumer confidence in these products and, in turn, reduce perceived risks. Firstly, companies can share authentic case studies and narratives through live streaming, videos, or written content. These real-world examples should highlight the product's production processes, environmental characteristics, and usage effects, allowing consumers to gain a more intuitive understanding of the product's actual benefits. Secondly, demonstrating the product's usage process during live broadcasts can significantly enhance consumer trust. By displaying the product in action, consumers can directly observe its functionality and environmental features, reinforcing their confidence in its effectiveness. Additionally, live e-commerce platforms should proactively address consumer inquiries and clarify any concerns regarding environmental certifications and verification information. By openly answering questions, companies can dispel doubts and enhance the perceived credibility of their products. Transparency is also crucial; companies should provide clear and detailed product information, including material composition, manufacturing processes, and environmental certifications. This comprehensive insight allows consumers had better grasp the product's true nature, further boosting their trust. Finally, establishing a mechanism for interaction and feedback is essential. Encouraging consumers to share their experiences and evaluations fosters a sense of community and transparency, enabling potential buyers to gain insights into the product from fellow users. By employing these strategies to build trust and credibility through authentic communication, companies can effectively reduce the risks associated with consumer perceptions of green products, thereby enhancing consumer recognition and ultimately promoting sales and product adoption.

Table 4: Consumers' Suggestions for Green Products in Live E-Commerce.

Recommendations	Sample	Size Proportion (%)
Enhancement of Logistics Services	72	18.9
Strengthen Green Product Supervision and Management	99	25.98
Cultivate Professionals	105	27.56
Multi-Channel Live Broadcasting	50	13.12
Cancel E-Commerce Bandwagon	32	8.4
Others	23	6.04

Conclusion

This paper discusses the risks associated with consumers' perceptions of green agricultural products within the context of live broadcast e-commerce platforms. By examining the definition of green products, consumer concerns in live e-commerce environments, and the distrust stemming from inadequate product information

and marketing practices, this study aims to identify strategies and measures that can assist enterprises in accurately presenting their green products, alleviating consumer apprehensions, and fostering the high-quality development of green products in e-commerce settings. Enterprises should ensure that they provide clear and accessible channels for demonstrating the legitimacy and validity of their green products. This involves proactively

sharing information during live broadcasts on e-commerce platforms to confirm the proper implementation and authenticity of the products. Consumers should take the initiative to thoroughly verify and assess the authenticity of the information presented by companies. This may involve consulting third-party sources or relevant experts to confirm the validity of the claims made regarding the products. Both enterprises and consumers should engage in open communication on live broadcast platforms to establish trust and maintain information interoperability. This dialogue is essential for building confidence in the integrity of product claims. By implementing effective display and information disclosure, mechanisms and establishing robust communication channels, various measures could adopt to facilitate the smooth and orderly development of green products within e-commerce live platforms. This, in turn, will promote industry growth and standardization.

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