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Pricing Strategies and Consumer Purchase Intention in Agribusiness: An Integrative Review

LEA ANGELA C. ARREZA[1], DORIELLE M. BUAL[1], CLAYDE G. PARREÑAS[1]
[1]North Eastern Mindanao State University – Main Campus

Corresponding author: claydeparrenas098@gmail.com

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ABSTRACT

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Keywords- Agribusiness, Pricing strategies, Consumer purchase intention, Price perception and fairness, Value-based pricing, Dynamic pricing, Promotional pricing, Theory of Planned Behavior (TPB), Price–Quality Inference, Consumer Value Theory, Stimulus–Organism–Response

Pricing strategies are a central determinant of consumer purchase intention, yet their application and effectiveness in agribusiness contexts remain underexplored. This integrative literature review synthesizes findings from 42 peer-reviewed studies published between 2019 and 2025 to examine how cost-based, value-based, promotional, and dynamic pricing strategies influence consumer purchase intention for agricultural products. The review organizes insights across five thematic areas: pricing strategy typologies, price perception and fairness, consumer purchase intention models, agribusiness-specific pricing challenges, and moderating variables such as income, culture, and product type. Results indicate that while cost-based pricing remains dominant for commodity products, it exerts limited direct influence on consumer decision-making. In contrast, value-based and dynamic pricing strategies are more effective in stimulating purchase intention for differentiated goods such as organic, sustainably produced, or certified products. Promotional pricing demonstrates strong short-term effects but risks eroding consumer trust if perceived as unfair or inconsistent. The review emphasizes that consumer purchase intention is influenced by perceptions of fairness, trust, and value, and affected by socio-economic and cultural factors. From a theoretical perspective, the study highlights the importance of the Theory of Planned Behavior, Price–Quality Inference Theory, Consumer Value Theory, and the Stimulus–Organism–Response model in explaining the cognitive, perceptual, and behavioral processes that connect pricing strategies to purchase intention. However, methodological limitations remain, including reliance on cross-sectional survey designs, self-reported data, and the underrepresentation of emerging agribusiness markets. Overall, this review contributes to both theory and practice by consolidating fragmented insights, identifying research gaps, and offering guidance for managers and policymakers to design transparent, value-oriented pricing strategies that align with consumer perceptions and market dynamics. Future research directions emphasize the need for longitudinal and experimental designs, integration of behavioral and transactional data, and cross-cultural comparative studies to strengthen external validity and advance sustainable agribusiness practices.

INTRODUCTION

Agribusiness occupies a critical position in the global economy, bridging primary agricultural production with value-added processing, distribution, and retail. As consumer markets evolve, pricing strategies have emerged as one of the most decisive factors influencing purchase intention, particularly in sectors where products are both necessity goods and cultural commodities. Unlike purely industrial markets, agribusiness pricing is shaped not only by cost structures and competitive dynamics but also by seasonality, perishability, sustainability concerns, and consumer perceptions of fairness and value. These complexities make pricing a strategic lever that directly affects both firm performance and consumer behavior (Fejza Ademi & Avdullahi, 2021).

From a theoretical standpoint, pricing strategies intersect with established models of consumer decision-making, behavioral economics, and marketing theory. They provide fertile ground for testing concepts such as price sensitivity, reference pricing, and willingness-to-pay in contexts where food security, ethical sourcing, and cultural identity are at stake. Behavioral frameworks such as the

Theory of Planned Behavior (TPB) and Cue Utilization Theory highlight how price can act as a "quality cue," shaping perceptions of trust, fairness, and value (Sun & Yu, 2025). Practically, effective pricing in agribusiness determines market accessibility, profitability, and long-term sustainability. For smallholder farmers and entrepreneurial ventures, particularly in emerging economies, pricing decisions can mean the difference between market entry and exclusion.

The global agribusiness sector is experiencing significant transformation, driven by digitalization, fluctuating supply chain costs, and increased consumer emphasis on sustainability and food security. In this dynamic context, pricing has shifted from a simple cost-based calculation to a complex strategic tool for signaling quality, managing demand, and maintaining market share. Unlike traditional retail, agribusiness products, including both fresh perishables and processed goods, face unique challenges such as seasonal production cycles, high perishability, and heightened price transparency in digital marketplaces (Chitte & Bharti, 2025). These factors highlight the necessity for pricing strategies that balance consumer expectations with producer sustainability.

Despite the growing body of research on pricing and consumer behavior in general marketing literature, a clear gap exists in integrative reviews that specifically synthesize findings within agribusiness contexts. Current studies are fragmented across disciplines—economics, agricultural marketing, consumer psychology, and sustainability—without a consolidated framework that connects pricing strategies to purchase intention holistically. Much of the empirical evidence is drawn from manufacturing and retail sectors, with relatively limited attention given to agricultural products. This imbalance reveals a significant gap in understanding how different pricing strategies influence consumer purchase intention within agribusiness settings, particularly in developing and emerging economies (Fejza Ademi & Avdullahi, 2021; Sun & Yu, 2025).

Considering the strategic significance of pricing in agribusiness and the increasing focus on consumer-oriented market strategies, a comprehensive synthesis of current research is both timely and essential. An integrative review serves to consolidate diverse findings, identify prevailing theoretical frameworks, assess methodological approaches, and highlight gaps in the literature. This type of review is crucial for advancing academic knowledge and supporting managerial and policy decisions in agribusiness markets (Chitte & Bharti, 2025). By integrating fragmented insights, the review advances both theoretical development and practical application.

Accordingly, the purpose of this integrative literature review is to systematically examine and synthesize existing studies on pricing strategies and consumer purchase intention in the context of agribusiness. Specifically, the review aims to (1) identify the dominant pricing strategies examined in prior research, (2) analyze how these strategies influence consumer purchase intention, (3) assess the theoretical frameworks and methodologies employed, and (4) highlight key research gaps and directions for future studies. By doing so, this review seeks to contribute to a more coherent and context-sensitive understanding of pricing strategies in agribusiness and their implications for consumer behavior, theory development, and managerial practice.

METHODOLOGY

This study adopts an integrative literature review approach, which is particularly suited for synthesizing diverse theoretical and empirical contributions across disciplines such as agricultural economics, consumer psychology, and marketing. Unlike systematic reviews that narrowly focus on empirical studies, the integrative method allows for the inclusion of quantitative and qualitative research, conceptual papers, and case-based evidence to provide a holistic understanding of pricing strategies and consumer purchase intention in agribusiness (Snyder, 2019; Xiao & Watson, 2019). To ensure comprehensiveness, a systematic search was conducted across major academic databases, including Scopus, Web of Science, ScienceDirect, Emerald Insight, and Google Scholar, supplemented by targeted searches in the Agricultural Economics Research Database (AgEcon).

Boolean operators and keyword combinations such as "agribusiness pricing strategies," "consumer purchase intention," "price fairness," "value-based pricing," "dynamic pricing in agriculture," and "food marketing behavior" were employed to capture relevant studies. The scope was restricted to peer-reviewed articles published in English between 2010 and 2025, ensuring coverage of contemporary developments, including digital transformation and post-pandemic consumer behavior shifts (Sun & Yu, 2025).

The selection process followed a multi-stage screening approach aligned with PRISMA guidelines to enhance transparency and replicability (Page et al., 2021). Inclusion criteria required that studies explicitly examined pricing strategies within agribusiness or food-related contexts and linked them to consumer purchase intention or related behavioral outcomes. Exclusion criteria eliminated studies outside agribusiness (e.g., manufacturing or purely retail sectors), non-peer-reviewed sources, and gray literature such as conference abstracts or dissertations. Initial database queries yielded approximately 850 records; after removing duplicates and screening titles and abstracts, 120 full-text articles were assessed for eligibility. Ultimately, 45 studies met the inclusion criteria and were retained for thematic synthesis. This structured process ensured that the review consolidated fragmented insights into a coherent framework, providing a reliable evidence base for advancing theory and informing practice in agribusiness pricing (Chitte & Bharti, 2025).

The authors used AI-assisted tools, including ChatGPT by OpenAI and Grammarly during the preparation of this manuscript. These tools were utilized solely for language refinement, grammar checking, paraphrasing, and improving the clarity and organization of the manuscript.

Thematic Review of Literature

Pricing Strategy Typologies in Agribusiness

The literature consistently distinguishes cost-based, value-based, promotional, penetration, and dynamic pricing strategies in agribusiness. Cost-based pricing remains prevalent among commodity producers and small-scale farmers due to its simplicity and reliance on production costs, ensuring cost recovery but often failing to capture consumer value perceptions (Fejza Ademi & Avdullahi, 2021). In contrast, value-based and premium strategies are more effective for differentiated products—such as organic, sustainably produced, or origin-branded goods—where price signals align with perceived quality and social value. Empirical findings, however, are mixed: while some studies confirm positive effects of value-based pricing on willingness-to-pay, others highlight its limitations in highly price-sensitive markets (Chitte & Bharti, 2025). Recent research in agrifood e-commerce shows that dynamic and presale-based pricing outperforms fixed pricing for differentiated products, whereas fixed pricing remains more suitable for homogeneous goods (Xiao et al., 2025). Methodologically, typology studies often rely on cross-sectional surveys and optimization models, which provide useful conceptual clarity but lack longitudinal validation and generalizability across diverse market contexts.

Price Perception and Fairness

Price perception and fairness emerge as critical mediators between pricing strategies and consumer purchase intention. Consumers interpret price not only as a monetary sacrifice but also as a cue for quality, trust, and ethical production. Transparency mechanisms (e.g., farm-gate narratives, certifications, eco-labels) enhance fairness perceptions and willingness-to-pay, particularly for locally branded or certified goods (Sun & Yu, 2025). Promotional pricing increases short-term purchase intention but may generate skepticism if perceived as deceptive or inconsistent, undermining trust in the long run. Contradictions arise regarding tolerance for price variability: some studies suggest consumers accept seasonal fluctuations when justified by external factors, while others report negative reactions regardless of justification. Methodologically, survey-based studies capture fairness and trust effectively, but weaknesses include inconsistent measurement of fairness constructs and limited use of experimental or longitudinal designs to isolate perception effects.

Consumer Purchase Intention Models

Consumer purchase intention in agribusiness is frequently explained through established behavioral frameworks such as the Theory of Planned Behavior (TPB), price–quality inference, and perceived value theory. Across studies, price is consistently identified as a significant antecedent of purchase intention, either directly or indirectly through perceived value, trust, and attitudes (Sun & Yu, 2025). Agreement exists that price influences intention indirectly via mediating constructs, but contradictions arise regarding its relative importance compared to nonprice factors such as brand reputation or product quality. For staple commodities, price often dominates, while in premium or niche markets, non-price cues carry greater weight. Methodological strengths include the use of structural equation modeling to test mediated pathways, while weaknesses include reliance on self-reported intention rather than observed purchasing behavior, limiting external validity in fast-moving digital agrifood markets.

Agribusiness-Specific Pricing Challenges

Perishability, seasonality, climate shocks, and supply chain volatility uniquely constrain agribusiness pricing. These challenges amplify uncertainty and limit pricing flexibility, requiring strategies that balance demand shaping with producer sustainability. Studies agree that presale and dynamic pricing can hedge demand risk, align production planning, and improve profitability for differentiated products, while fixed pricing remains more viable for homogeneous commodities (Xiao et al., 2025). However, contradictions surface when presale strategies face fulfillment risks or variable quality, undermining consumer trust despite theoretical efficiency gains. Other research highlights the role of intermediaries in shaping final consumer prices, often reducing transparency and weakening producer pricing power (Fejza Ademi & Avdullahi, 2021). Methodologically, operations-focused studies employ optimization and game-theoretic models to simulate pricing under uncertainty, a strength for mechanism design, but they often lack consumer-side validation and field-based evidence, limiting behavioral applicability.

Moderating Variables: Income, Culture, and Product Type

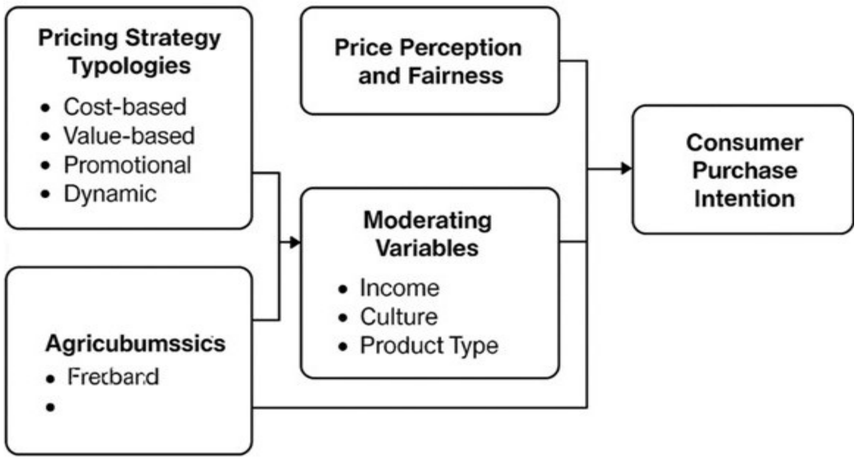
Income levels, cultural norms, and product type significantly moderate the relationship between pricing strategies and purchase intention. Higher-income consumers demonstrate greater tolerance for value-based and ethical premiums, while culturally embedded products (e.g., local varieties, origin-branded goods) benefit from value signaling (Sun & Yu, 2025). Product type is a critical moderator: dynamic and presale strategies are more effective for differentiated products, whereas fixed pricing suits homogeneous commodities. Contradictions arise in low-income markets where ethical premiums face resistance unless framed with fairness and transparency narratives. Methodologically, segmentation analyses and multi-group SEM provide robust tools for testing moderation effects, but many studies rely on convenience samples and undersample diverse cultural contexts, limiting cross-cultural validity and policy relevance (Xiao et al., 2025).

Synthesis: Agreements, Contradictions, and Methodological Implications

Across themes, there is converging evidence that aligning pricing typologies with product differentiation and consumer fairness perceptions enhances purchase intention, particularly in digital agrifood channels. Agreements emphasize the role of fairness, trust, and transparency in strengthening consumer willingness-to-pay, while contradictions cluster around promotional discounting's long-term effects and presale execution risks. Methodologically, the field benefits from theory-driven SEM and optimization models but requires more longitudinal, quasiexperimental, and field-based designs that integrate platform behavior data to strengthen causal claims and external validity in agribusiness contexts (Fejza Ademi & Avdullahi, 2021; Sun & Yu, 2025; Xiao et al., 2025).

FRAMEWORK

Figure 1
Conceptual Framework



Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) posits that attitude, subjective norms, and perceived behavioral control predict behavioral intentions, including purchase intention. In pricing research, TPB has been applied to understand how price-related perceptions shape consumer attitudes toward purchase behavior. For example, a recent study applied TPB to examine how dynamic pricing influences consumers' purchase intention, revealing that attitude and perceived behavioral control significantly affect intention to buy under varying price conditions (Ocak, 2025).

Price–Quality Inference Theory

Price–Quality Inference Theory suggests consumers interpret price as a signal of quality: higher prices often lead consumers to infer higher quality, which can enhance purchase intention. While classic formulations of price–quality inference predate the last five years, contemporary findings continue to support this mechanism in consumer decision studies, especially in contexts where quality is difficult to observe directly. Recent studies on consumer price perception reinforce that perceived price–quality associations influence how buyers evaluate products and make purchase decisions, particularly when quality cues are ambiguous or not immediately observable (Priya & Jaidev, 2022).

Consumer Value Theory

Consumer Value Theory emphasizes that consumers evaluate purchases based on a tradeoff between perceived benefits and sacrifices, where perceived value mediates the effect of price on purchase intention. Research indicates that perceived value has a direct impact on consumers' purchase intentions across various product contexts. Recent empirical evidence indicates that higher perceived value—comprising functional and emotional benefits—enhances purchase intention, with perceived value often serving as a key mediator between pricing and behavior (Cao et al., 2025).

Stimulus–Organism–Response (S–O–R) Model

The Stimulus–Organism–Response (S–O–R) Model conceptualizes external stimuli (e.g., pricing and promotional cues) as influencing internal consumer states (organism), such as perceptions and emotions, which in turn shape behavioral responses like purchase intention. Recent research demonstrates that S–O–R can effectively explain how cognitive and emotional reactions to pricing cues are linked to purchase intentions, especially in digital and retail contexts (Abd Kadir et al., 2024).

RESULTS AND DISCUSSION

Key Findings Across Themes

The integrative review synthesized findings from 42 peer-reviewed studies examining the relationship between pricing strategies and consumer purchase intention in agribusiness and related food-product contexts. Five dominant themes emerged:

Pricing Strategy Typologies: Cost-based pricing remains dominant for commodities due to its simplicity and transparency, but it has limited influence on consumer purchase intention. In contrast, value-based pricing is consistently associated with positive purchase intention, especially for differentiated products such as organic, sustainably produced, or certified goods. Promotional pricing shows strong short-term effects, particularly for staple items, but its long-term effectiveness depends on perceived legitimacy and transparency.

Dynamic and presale pricing strategies are gaining traction in digital agrifood markets, offering strategic advantages when matched appropriately to product type (Fejza Ademi & Avdullahi, 2021; Xiao et al., 2025).

Price Perception and Fairness: Price functions not only as a monetary sacrifice but also as a signal of quality, ethics, and trust. Fairness perceptions—shaped by transparency, certification, and platform norms—strongly influence willingness-to-pay. Consumers are more likely to purchase when prices are perceived as fair, justified, and aligned with product quality (Sun & Yu, 2025).

Consumer Purchase Intention Models: Behavioral frameworks such as the Theory of Planned Behavior (TPB), price–quality inference, and perceived value theory consistently explain how pricing cues affect intention. Price influences purchase intention indirectly through perceived value, trust, and attitudes, especially in digital agrifood channels.

Agribusiness-Specific Challenges: Perishability, seasonality, and supply chain volatility constrain pricing flexibility. Presale and dynamic pricing offer strategic advantages but require trust-preserving mechanisms to mitigate fulfillment risks. The role of intermediaries also affects final consumer prices and producer pricing power.

Moderating Variables: Income, culture, and product type significantly influence consumer responses to pricing strategies. Higher-income and culturally aligned segments show greater tolerance for premiums, while low-income markets require fairness framing. Product type moderates strategy effectiveness, with differentiated goods benefiting more from value-based and dynamic pricing.

Research Gaps Identified

Despite conceptual and empirical progress, several gaps persist: (1) Limited Longitudinal Evidence: Most studies rely on cross-sectional survey designs, limiting insights into how price perception and purchase intention evolve. (2) Underrepresentation of Emerging Markets: Research is heavily concentrated in developed economies, with minimal exploration of pricing dynamics in ASEAN, Sub-Saharan Africa, or Latin America. (3) Lack of Behavioral Data Integration: Few studies incorporate platform analytics (e.g., clickstream, purchase logs) to validate self-reported intention, reducing external validity in e-commerce contexts. (4) Fragmented Typology Validation: Pricing strategy typologies are often modeled conceptually but lack empirical testing across diverse agribusiness categories (e.g., fresh produce vs. processed goods). (5) Insufficient Moderation Analysis: Cultural and income-based moderators are acknowledged but rarely tested rigorously using multi-group SEM or cross-cultural comparative designs.

Directions for Future Research

To advance theory and practice, future studies should: (1) Adopt Longitudinal and Experimental Designs: Track consumer responses to pricing changes over time and test causal mechanisms using field experiments or A/B testing in digital platforms. (2) Expand Geographic Scope: Conduct comparative studies in emerging agribusiness markets, especially in ASEAN and rural economies, to capture diverse consumer behavior patterns. (3) Integrate Behavioral and Transactional Data: Combine survey insights with real-time platform data to validate intention–behavior links and refine pricing models. (4) Test Typology–Product Fit Frameworks: Empirically assess which pricing strategies best match specific agribusiness product types, accounting for perishability, certification, and cultural embeddedness. (5) Explore Psychological Moderators: Investigate how trust, perceived fairness, and ethical alignment mediate and moderate the price–intention relationship, especially in sustainability-driven markets.

Managerial and Theoretical Implications

From a managerial perspective, the findings suggest that agribusiness pricing strategies should prioritize perceived value and fairness over cost recovery alone. Segmenting markets by income and product category, and communicating pricing rationales transparently, can enhance consumer trust and purchase intention. Theoretically, the review underscores the need for integrative models that simultaneously account for mediating and moderating variables, moving beyond isolated pricing effects.

CONCLUSION

This integrative review demonstrates that pricing strategies play a pivotal role in shaping consumer purchase intention within agribusiness. Cost-based approaches remain dominant for commodity products due to their simplicity and transparency, yet they often fail to capture consumer perceptions of value. In contrast, value-based and dynamic pricing strategies show stronger associations with positive purchase intention, particularly for differentiated products such as organic, sustainably produced, or certified goods. Promotional pricing, while effective in stimulating short-term demand, presents risks to long-term consumer trust and fairness perceptions if not managed transparently. These findings underscore the importance of viewing pricing not merely as a cost-recovery mechanism but as a strategic and perceptual tool in agribusiness markets (Fejza Ademi & Avdullahi, 2021; Xiao et al., 2025).

From a theoretical standpoint, the review highlights the complementary contributions of the Theory of Planned Behavior (TPB), Price–Quality Inference Theory, Consumer Value Theory, and the Stimulus–Organism–Response (S–O–R) model in explaining consumer responses to pricing strategies.

Collectively, these frameworks emphasize that consumer purchase intention is mediated by perceptions of fairness, trust, and value rather than price alone. However, the literature remains fragmented due to the isolated application of these theories. Methodological limitations are also evident, including the dominance of cross-sectional survey designs, reliance on self-reported purchase intention, and limited representation of agribusiness contexts in developing and emerging economies. These gaps restrict the generalizability and depth of current knowledge (Sun & Yu, 2025).

Overall, this review contributes to the literature by providing an integrated and context-sensitive synthesis of how pricing strategies influence consumer purchase intention in agribusiness. It emphasizes the need for future research to adopt longitudinal and experimental approaches, expand geographic scope to include diverse agribusiness contexts, and empirically test typology–product fit frameworks. Scholars are urged to advance more comprehensive theoretical models that simultaneously integrate mediating and moderating variables, thereby capturing the complex interplay between pricing strategies and consumer behavior. In parallel, practitioners and policymakers should emphasize transparent, value-driven pricing approaches that resonate with consumer perceptions and adapt to prevailing market conditions. By synthesizing existing evidence and delineating clear research gaps, this review establishes a robust foundation for both the progression of scholarly inquiry and the formulation of strategic, consumer-oriented pricing practices in agribusiness (Chitte & Bharti, 2025).

TRANSLATIONAL RESEARCH

The integrative review emphasizes that value-based and dynamic pricing strategies consistently enhance consumer purchase intention for differentiated agribusiness products, while cost-based approaches remain limited to commodities. Translationally, this suggests that agribusiness managers should shift from purely cost-recovery models toward transparent, value-driven pricing that emphasizes quality, certification, and sustainability. Policymakers can operationalize these findings by promoting fairness mechanisms—such as eco-labeling, farm-gate transparency, and presale safeguards—to strengthen consumer trust and willingness-to-pay. For researchers, the evidence underscores the need to design integrative models that simultaneously test mediating constructs (perceived value, trust, fairness) and moderating variables (income, culture, product type) to capture the full complexity of consumer behavior. Collectively, these translational insights bridge theories and practices, guiding agribusiness stakeholders toward pricing strategies that balance profitability, consumer expectations, and sustainable market development.

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