

# Research on Consumer Satisfaction Factors in Live Streaming Mode: Take Sichuan-Flavored Products as an Example

Gao Yuan<sup>1,2,\*</sup>, Jiang Yunying<sup>1</sup>, Chen Luying<sup>1</sup>, Jiang Weiwei<sup>1</sup>, Chen Qiulian<sup>1</sup>

<sup>1</sup>Business School, Lingnan Normal University, Zhanjiang, China

<sup>2</sup>Guangdong Coastal Economic Belt Development Research Center, Zhanjiang, China

## Email address:

[brittany\\_gao@163.com](mailto:brittany_gao@163.com) (Gao Yuan)

\*Corresponding author

## To cite this article:

Gao Yuan, Jiang Yunying, Chen Luying, Jiang Weiwei, Chen Qiulian. Research on Consumer Satisfaction Factors in Live Streaming Mode: Take Sichuan-Flavored Products as an Example. *American Journal of Theoretical and Applied Business*. Vol. 8, No. 3, 2022, pp. 38-42.

doi: 10.11648/j.ajtab.20220803.11

**Received:** July 9, 2022; **Accepted:** July 22, 2022; **Published:** July 29, 2022

---

**Abstract:** In recent years, with China's strong support for poverty alleviation and agricultural assistance, various e-commerce platforms have successively launched live broadcasts of agricultural products. Consumer satisfaction under the live broadcast mode has become a major issue that major e-commerce platforms and enterprises attach great importance to. In order to improve consumer satisfaction under the live broadcast mode, this paper takes Sichuan-flavored products as an example to construct a questionnaire for live-streaming sales of Sichuan-flavored products, and the data has passed the reliability test and validity test. Then put forward theoretical hypothesis, and carry out hypothesis test through regression analysis. After the test, it is concluded that product quality, product price, after-sales service and logistics service are significantly correlated with consumer satisfaction at the level of 0.01, and it is a positive correlation, and the hypothesis is established. At the end of the paper, it is proposed to strengthen the quality of Sichuan-flavor products on the live broadcast platform, improve the after-sales service quality of Sichuan-flavor products on the live broadcast platform, adopt reasonable pricing for the live broadcast platform Sichuan-flavor products, and improve the live broadcast platform. It can improve the satisfaction of consumers in the live broadcast mode.

**Keywords:** Sichuan-Flavored Products, Consumer Satisfaction, Live Streaming Mode

---

## 1. Introduction

With the continuous development of China's economy and the improvement of people's income level, people's pursuit of quality of life is constantly improving. Especially when consuming local products, they pay more attention to the quality and variety of products. At present, the Chinese government vigorously supports live broadcasts to promote the development of local characteristic products. Especially under the rural revitalization strategy, most of Sichuan's agricultural and sideline products with regional characteristics can use the live broadcast mode to achieve poverty alleviation and promote regional industrial upgrading. Based on this, analyzing the influencing factors of Sichuan-flavored product consumers under the live broadcast mode aims to realize the upgrade and innovation of the live broadcast mode to help

farmers, so as to improve the level of rural economic development. As a local specialty product, Sichuan-flavored products can expand their sales range through the live broadcast platform, and also solve the problem of difficult sales for many farmers. However, the sale of agricultural products in the form of live broadcast is still in the initial stage of industry development, and there are still many problems in the consumer experience, such as the wrong product, lack of weight, etc., which will reduce the overall satisfaction of consumption. Consumer satisfaction is directly related to the development of agricultural production. Driven by various factors such as technology, capital, and demand, the transformation and development of the agricultural product industry is promoted. This is also an important factor affecting consumers' purchase of agricultural products. An important indicator of the operational capabilities of e-commerce live

broadcast platforms. so. Consumer satisfaction is an important breakthrough for live streaming e-commerce.

## 2. Theoretical Development

Live streaming is a new type of product sales channel, which can not only promote local economic development, but also increase the economic income of regional featured products. Tang Tiantian *et al.* [1] used a questionnaire based on multiple linear regression analysis, and obtained the significant impact of various macro factors on customer satisfaction. In the past few years, the sales model of live delivery has emerged. These platforms use third-party logistics and express service quality plays an important role. Gao Peng [2] takes consumers who have purchased agricultural products on the Douyin platform as the research object, using the stimulus-organism-response model, combined with the SOR model to study the impact mechanism of factors such as logistics service quality on consumers' repurchase intention on the platform, revealed that the quality of agricultural product express service quality and consumer satisfaction prompted consumers to repurchase maximum effect. Live-streaming agricultural products are an emerging online shopping category in recent years. Compared with other commodities, they are perishable, easily damaged and perishable, and have higher logistics requirements, resulting in low consumer satisfaction, which greatly restricts the development of agricultural e-commerce develop. Zhang Xinyue [3] took agricultural products as an example, and used the combination of text mining technology and empirical analysis to explore the influence mechanism of consumer satisfaction. It was found that agricultural product consumers pay more attention to the appearance, taste, freshness and after-sales of agricultural products when they buy agricultural products online. Service quality, product description reliability, logistics delivery speed, logistics packaging protection and perceived value are nine factors. At this stage in my country, there are also problems such as the product quality not meeting the standard and the exaggerated propaganda of the anchors. Yang Lei [4] compared the difference between traditional online shopping and online celebrity live streaming, and conducted a systematic study on the customer satisfaction of Taobao online celebrity live streaming and traditional online shopping. From the perspective of third-party evaluation, this paper decomposes the perceived quality layer by layer according to the characteristics of traditional online shopping methods, indicating that there is a large room for improvement in the live broadcast delivery mode. From the path coefficient, it can be seen that the quality of live online shopping, page quality, logistics quality, product quality, and perceived value positively affect customer satisfaction. Billy Bai and Rob Law [5] conducted a questionnaire survey, and the results showed that on the e-commerce platform, the improvement of logistics speed can significantly improve customer satisfaction, thereby promoting customers' shopping desire.

## 3. Research Hypothesis

We take the consumer satisfaction of Sichuan-flavored products in the live broadcast as the research object, and explore various factors that affect consumer satisfaction. The research of Li Wen *et al.* [6] combined a large number of related literatures on consumer satisfaction under the O2O model, and established an empirical model for the development of China's agricultural products e-commerce. The results show that improving product quality can significantly improve consumers' psychological satisfaction after obtaining products. It is an important factor to improve customer satisfaction. Therefore, this paper summarizes product quality, product price, after-sales service, and logistics services as the factors that affect consumer satisfaction in the live broadcast mode. Therefore, this paper takes the four factors of product quality, product price, logistics distribution, and after-sales service as the dependent variable indicators, and consumer satisfaction as the dependent variable.

The characteristics of Sichuan-flavored products are attributable to consumers' perception of their products, so everyone's judgment standard is different, but it is a necessities of our lives. Therefore, consumers' demand for Sichuan-flavored products is often purely natural, green. Whether the goods received by consumers who buy Sichuan-flavored products are consistent with the promotion on the website, and whether the received goods are complete, is a good reference for consumers to product quality. Liu Yuhui [7] analyzed the main factors affecting customer satisfaction by using a large number of literature materials: According to the characteristics of online shopping, the main elements were found, and a model framework was established, and the survey data was empirically analyzed and demonstrated assumed. First, quality cognition has an obvious positive effect on perceived value. The second factor affecting consumer satisfaction is: service quality, product quality, express service quality, and perceived value. Therefore, according to the research related to the influence of product quality factors on consumer satisfaction, Hypothesis 1 is proposed:

H1: Product quality has a positive impact on consumer satisfaction in live broadcast mode.

In the initial development of e-commerce, many stores adopted low-cost marketing strategies. This strategy also squeezed out the sales market of traditional stores. Nowadays, people pay more and more attention to quality, and with the increase of capital investment, the price of commodities is getting higher and higher, but the number of consumers has not decreased but increased. This means that consumers are paying more and more attention to the cost-effectiveness of products. Dong Ximei pointed out that reasonable prices, novel marketing methods, and convenient transportation methods can greatly increase the sales of products. But in terms of customer satisfaction, product price and quality still dominate. Based on the above related literature, this paper proposes Hypothesis 2:

H2: Product price has a positive impact on consumer satisfaction in live broadcast mode.

After-sales service is to solve all kinds of problems that appear after the goods are purchased by consumers, and it is also a factor that affects whether consumers are satisfied with their shopping. Whether the customer service of the e-commerce platform can provide timely and accurate answers to the questions raised by customers: can it help customers coordinate and stabilize their emotions when the logistics and delivery are not timely and cause dissatisfaction among consumers? If the product is not satisfied, a return request is made, and the after-sales service personnel can restore the customer and change the customer's decision. These factors have a great impact on customer satisfaction. Tang Tiantian et al. [1] believe that the image of online shopping platform, commodity price, logistics service level, and after-sales level are the main factors affecting customer satisfaction. Many industries are similar. Liu Pengfei [8] believes that when consumers buy a car, they should not only pay attention to the variety and quality of the vehicle itself, but also pay attention to after-sales service. Improve service content and technology to satisfy customers [7]. Based on the above related literature, this paper proposes Hypothesis 3:

H3: After-sales service level has a positive impact on consumer satisfaction in live broadcast mode.

Whether the logistics and distribution of the e-commerce platform are timely is directly related to the satisfaction of customers. The perishability of agricultural products determines how long they are in transit. To improve customer satisfaction, e-commerce platforms must accelerate the pace

of logistics and distribution. Liu Ye [9] uses the Apriori algorithm. This paper refers to the method of many references[10-14] to summarize the relationship between customer satisfaction and internal information transmission, employee quality, employee communication quality, error handling, order processing, etc., and proposes hypotheses based on relevant literature. Hypothesis 4 can be put forward according to the relevant literature:

H4: Logistics services have a positive impact on consumer satisfaction in the live broadcast mode.

## 4. Empirical Analysis

### 4.1. Data Collection and Description

Data collection is carried out by designing a questionnaire, which is divided into three parts: basic information of consumers, behavioral characteristics of consumers purchasing Sichuan-flavored products, and customer satisfaction scale. The first part is the basic information of the respondents. The second part is to qualitatively analyze the behavioral characteristics of consumers buying Sichuan-flavored products online. The third part of the customer satisfaction scale uses a seven-point Likert scale. The choice of each question is: strongly disagree, disagree, somewhat disagree, no opinion, somewhat agree, agree, strongly agree, corresponding to 1 ~7 points.

In this survey, we collected a total of 375 questionnaires, excluding 41 invalid questionnaires, leaving 334 valid questionnaires. The questionnaire design scale is shown in Table 1.

Table 1. Design with the Questionnaire Items.

Indicator	Variable,	Items
Control Variable	Gender	- 1-male; 2-female
	Marriage	- 1-Unmarried; 2-Married
	Age	- 1-0~18 years old; 2-19~29 years old; 3-30~39 years old; 4-40~49 years old; 5-50~59 years old; 6-60~69 years old; 7-70 years old and above
	Profession	- 1-Civil servants; 2-Professional staff; 3-Enterprise employees; 4-Self-employed; 5-Students; 6-Freelance; 7-Unemployed
	Education	- 1- Primary school; 2- Junior high school; 3- High school/Secondary school; 4- University/ College; 5-Master's degree; 6- Doctoral degree; 7- Others
	Monthly Salary	- 1-Below 3000 yuan; 2-3001~4999 yuan; 3-5000~7999 yuan; 4-8000-9999 yuan; 5-10000 yuan and above
	Latent Variable	quality
bi 2 There is no shortage of Sichuan-flavored products I purchased on the live broadcast platform		
bi 3 The Sichuan-flavored products purchased by my live broadcast platform are the same as the description on the website		
price		pr1 I think the price of Chuanwei products on the live broadcast platform is reasonable
		pr2 I think the Sichuan-flavored products of this live broadcast platform are more cost-effective than the Sichuan-flavored products of other live broadcast platforms
		pr3 Compared with shopping in a physical store, I think online shopping is more cost-effective
After-sales service		sa1 The staff are patient and professional
		sa2 Customer service can quickly respond to customer questions and provide reasonable explanations
		sa3 The solution to the problem after the sale is satisfactory
Logistics service		li1 After placing an order on this live platform, the platform can deliver it in time
	li2 Fast shipping on the platform is extremely fast	
	li3 Received goods are packaged intact and not damaged	
Consumer Satisfaction	ly1 I am satisfied with the overall shopping experience of the live platform	
	ly2 Shopping experience on this live platform exceeded my expectations	
	ly3 I will also buy Sichuan-flavored products through live broadcast	
	ly4 I will introduce others to buy Sichuan-flavored products through live broadcast	

## 4.2. Validity and Reliability of Data

The reliability and validity of the questionnaire data were tested. Before constructing the model, we tested univariate normality, and the absolute values of skewness and kurtosis were both less than 2, indicating normality [15]. The KMO statistic value was 0.83, indicating a sufficient sample size. The Cronbach's Alpha value is

0.84, indicating that the data is reliable.

## 4.3. Hypothesis Testing

The relationship between the control variables and the four dependent variables and consumer satisfaction was determined by the Pearson correlation test, as shown in Table 2:

Table 2. Related test results.

	Gender	Marriage	Age	Occupation	Education	Monthly Salary	Bi	Pr	Sa	Li
ly	-0.15	0.27	-0.27	0.37	-0.14	0.22	0.205**	0.212**	0.214**	0.283
Sig	0.78	0.618	0.62	0.501	0.804	0.684	0.000	0.000	0.000	0.000

(\*\* means  $p < 0.01$ )

It can be seen from Table 2 that each control variable has no significant relationship with consumer satisfaction, and the four variables, product quality, product price, after-sales service and logistics service, are significantly correlated with consumer satisfaction at the 0.01 level, which is positive Correlation, it is assumed that H1~H4 are established.

## 5. Conclusions and Recommendations

### 5.1. Conclusion

The Internet has promoted the vigorous development of e-commerce of Sichuan-flavored products in the new media era, the sales channels of Sichuan-flavored products have been further increased, and the transaction efficiency has been greatly improved. Through the variable correlation test analysis, it is concluded that the customer satisfaction with Sichuan-flavored products purchased through the live broadcast platform is not affected by the consumer's own gender, marriage, age, occupation, educational background, monthly income and other indicators, but rather there is a positive correlation with the quality, price, logistics and distribution services and after-sales service of Sichuan-flavored products.

### 5.2. Recommendations

#### 5.2.1. Strengthen the Quality of Sichuan-Flavor Products on the Live Broadcast Platform

Nowadays, people have higher requirements for the freshness of Sichuan-flavored products, so they can increase investment in cold chain technology, such as establishing more refrigerated base stations, manufacturing or purchasing more advanced refrigerated transportation tools, so that Sichuan-flavored products have more longer shelf life and wider range of transportation. Secondly, pay attention to the growth cycle of Sichuan-flavored products, so that Sichuan-flavored products have enough time to store sugar and nutrition, and combined with the reference of transportation distance, try to ensure that customers are given mature and fresh products instead of unripe or overripe products. In addition, standardize the use of pesticides, strictly abide by the relevant regulations of the state on pesticides, and try to use pesticides with low harm and high efficiency. Raise the threshold for Sichuan-flavored products to enter the

market, so as to improve suppliers' standards for Sichuan-flavored product production and adapt to people's pursuit of quality. Improve the responsibility traceability system to make the Sichuan-flavor product industry chain transparent, and the after-sales and pre-sales personnel of Sichuan-flavor products have responsibilities to rely on and improve their sense of responsibility. Establish reward production to increase worker enthusiasm for better quality products.

#### 5.2.2. Improve the After-Sales Service Quality of Sichuan-Flavor Products on the Live Broadcast Platform

At present, the quality of after-sales service of live Sichuan-flavored products needs to be strengthened. Businesses should focus on improving the problem-solving ability of customer service personnel, and enterprises should establish corresponding problem-solving mechanisms to provide service efficiency. The work of customer service is not only basic services such as receiving customers and answering questions. The real work of customer service should be sales and business. Understand the basic information of customers through customer service questions, create a relaxed chat atmosphere, play a suitable role, and draw closer Customer relationship, build trust. Customer service language and different customer service thinking may seem simple, but they actually contain the characteristics of excellent salespeople. Therefore, when the store conducts customer service recruitment, it is necessary to go through the sieve and select those who are flexible and have higher emotional intelligence. With this threshold, follow-up appropriate training will be able to do more with less. Training customer service not only needs to train them to understand the product, but also needs to train customer service sales skills, and at the same time, according to the customer service's own situation to correspond to different products, so that teaching according to aptitude can greatly improve the professional ability of customer service, thereby improving the store conversion rate.

#### 5.2.3. Adopt Reasonable Pricing for Sichuan-Flavor Products on the Live Broadcast Platform

First of all, we can hire more professional talents, train more market investigators, and further understand the laws of the

market, so that the pricing can be more in line with the laws of the market, and the competitiveness of the live broadcast platform can be improved. The second is to improve the cost performance of the product. When consumers decide to buy a product, the first thing to consider is the value of the product to themselves, not its cost. Therefore, when you want to set a higher price, you must make the customer's "value feeling", the more fully the better. Adjust the price according to the customer's feelings, so as to improve the customer's satisfaction.

#### **5.2.4. Improve the Logistics and Distribution Services of Sichuan-Flavor Products on the Live Broadcast Platform**

Customers' requirements for logistics are to ensure that products can be delivered to customers safely and accurately. It is a comprehensive service. Therefore, it is necessary to improve the comprehensive capabilities of logistics enterprises and the skilled use of supply chains to strengthen the integration and negotiation of logistics elements. The best way to improve the service quality of an enterprise is to establish a quality standard. The quality standards represented by advanced enterprises can enable logistics enterprises to discover their own gaps and defects, and establish a unique service model according to their own characteristics and customer needs. Quantitative indicators, return on net assets, profit margin, cost and expense ratio are benefit indicators, and response rate, document accuracy rate, cargo damage rate, and feedback rate are the main criteria for evaluating service quality.

### **Funding**

This work was funded by the General project of Sichuan Network Culture Research Center (WLWH19-13), General project of Sichuan cuisine Development Research Center (CC19G09).

### **References**

- [1] Tang Tiantian, Liu Hongjun, Ran Xuhui. Factors affecting consumer satisfaction of fresh agricultural products under the e-commerce model [J]. Jiangsu Agricultural Science, 2019, 47 (02): 327-332.
- [2] Gao Peng. The influence of express service quality based on SOR model on consumers' repurchase intention [D]. Qingdao University, 2021.
- [3] Zhang Xinyue. Research on the influence of online review text content of fresh agricultural products on consumer satisfaction [D]. Harbin Institute of Technology, 2020.
- [4] Yang Lei. Research on Taobao Platform Customer Satisfaction [D]. Shandong University, 2021.
- [5] Billy Bai, Rob Law, Ivan Wen. The Importance of Website Quality on Customer Satisfaction and Purchase Intentions: EvCience from Chinese Online Visitors. International Journal of Hospitality Management. 2008, 3 (27), 391-402.
- [6] Li Wen, Song Huiqi, Pan Yaxiang, Luo Qingqing, Ma Yongqiang. Empirical analysis of consumer satisfaction evaluation and improvement of fresh agricultural products under O2O mode [J]. China Agricultural Resources and Zoning, 2020, 41 (01): 129-137.
- [7] Liu Yuhui. An Empirical Study on the Influencing Factors of Consumer Satisfaction in Online Purchase of Fresh Agricultural Products [D]. Jilin University, 2016.
- [8] Liu Pengfei. Thoughts on improving customer satisfaction of after-sales service of automobiles [J]. Times Auto, 2021 (17): 176-177.
- [9] Liu Ye. Research on logistics service quality management based on customer satisfaction [D]. Shanxi University, 2011.
- [10] Li Shaoying. Research on the influencing factors of customer satisfaction of fresh food e-commerce logistics and distribution services [D]. Yangzhou University, 2022.
- [11] Yang Lei. Research on Taobao Platform Customer Satisfaction [D]. Shandong University, 2021.
- [12] Liu Siqing, Zhang Jiaying. Research on the influence of third-party logistics service quality on customers' willingness to reuse [J]. China Logistics and Purchasing, 2021 (24): 36-37.
- [13] Zhang Juxiang. Empirical evidence on the impact of fresh food e-commerce cold chain logistics service quality on customer satisfaction [J]. Market Forum, 2022 (03): 25-35.
- [14] Yan Zhaoye, Gao Yuan. Research on consumer brand trust and purchase intention based on e-commerce public welfare live broadcast platform [J]. China Business Review, 2022 (10): 66-70.
- [15] Kline, R. B., 1998. Principles and Practice of Structural Equation Modeling. Guilford, New York.