



**A STUDY OF THE FACTORS INFLUENCING CONSUMER
SATISFACTION ON THE LIVE-STREAMING BANDWAGON
MARKETING MODEL FOR SPECIALTY AGRICULTURAL
PRODUCTS**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirement of International Master of Business Administration in International
Business Management

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Abstract

With the development of science and technology and the popularization and application of the Internet, the convenience of online shopping and the frequency of online social interaction have made people's life and work more efficient and convenient, and therefore changed people's living habits and consumption habits. The development of the live carry mode is more in line with the needs of the times, and more and more industries are joining in, especially in helping the development of rural agricultural products, so that more people understand regional specialty agricultural products and expand new sales channels for them. However, with the development and popularity of the regional characteristics of agricultural products live with the influence of the model, the live platform of agricultural products is more serious homogenization as well as the irregular operation of business management caused by the reduction of the customer's purchase rate. Therefore, the research objectives of this paper aim at the following three points: 1) To analyze the impact of consumer-perceived product quality on satisfaction in agricultural live streaming banding; 2) To analyze the impact of consumer-perceived product value on satisfaction; 3) To analyze the impact of consumer anticipation expectations on satisfaction.

This paper adopts a quantitative research method, the way of questionnaire survey on specialty agricultural products live with goods in the purchase of Jiangxi specialty agricultural products consumers to carry out research activities, to obtain a valid questionnaire 411 and the use of SPSS on the effective data collected in this paper in order to carry out descriptive statistics, correlation and regression analysis, in order to validate the hypothesis of this paper.

The results of the empirical study show that: 1) the perceived quality of agricultural products live with goods has a significant positive impact on consumer satisfaction; 2) the perceived value of consumers has a significant positive impact on their consumer satisfaction; 3) consumer expectations have a significant positive impact on consumer satisfaction. Finally, based on the findings of this paper, corresponding constructive suggestions are made for the consumer satisfaction of live streaming of specialty agricultural products in Jiangxi Province, China.

Keywords: live streaming with goods, marketing model, customer satisfaction, acsi satisfaction model



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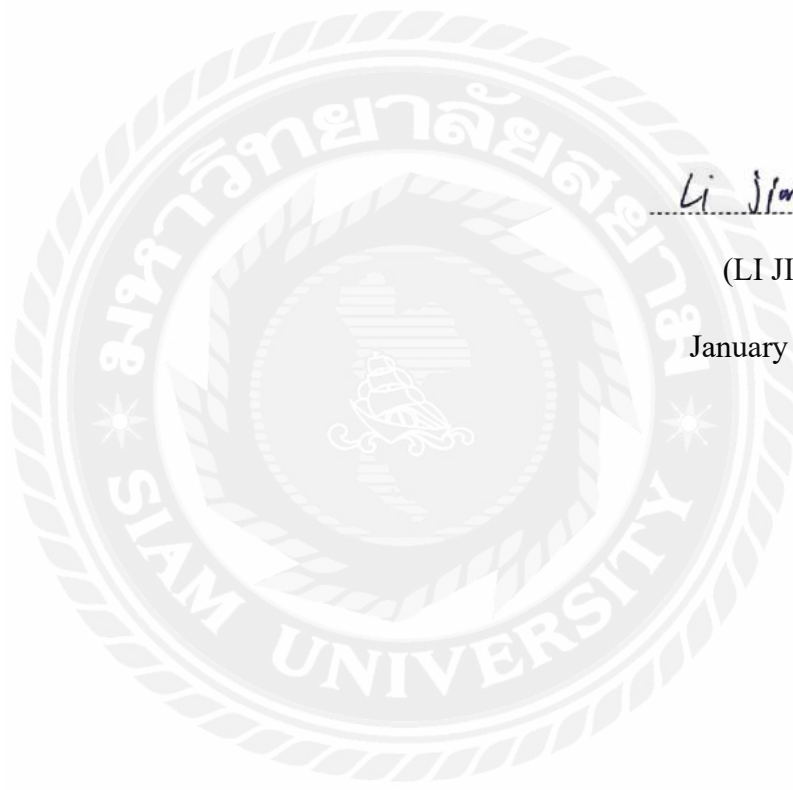
With a grateful heart, I hope that when I look at this thesis again, I will be able to recall the person who gave his best and loved it. I would like to thank my supervisor, I am very grateful to my supervisor, Mr. Zhang Li, who took great pains to discuss the research direction of my thesis with me at the beginning of the project, and gave me meticulous guidance and suggestions for revising my thesis. After repeated investigation and polishing, I finally submitted my thesis, and I have been able to learn and think, and it is you who have changed my character and made meticulousness a habit.

LI JIANBIN



Declaration

I, LI JIANBIN, hereby declare that the research embodied in this independent research report entitled “A Study on the Factors Influencing the Consumer Satisfaction of the Live Streaming Marketing Model for Special Agricultural Products” is the result of original research and has not been submitted to any other university or institution for a higher degree.



Li Jian Bin

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CONTENTS

ABSTRACT	I
ACKNOWLEDGEMENT	IV
CONTENTS	V
TABLE CONTENTS	VI
FIGURE CONTENTS	VII
Chapter 1 Introduction	1
1.1 Background of the Study	1
1.2 Problems of the Study	2
1.3 Research Questions	2
1.4 Objectives of the Study	3
1.5 Significant of the Study	4
1.6 Limitation of the Study	5
Chapter 2 Literatures Review	7
2.1 Introduction.....	7
2.2 Literature Reviews	7
2.2.1 Status of e-commerce development for agricultural products.....	7
2.2.2 Definition of the concept of live band marketing model	8
2.2.3 The concept of consumer satisfaction	10
2.3 Theory of Reviews	11
2.4 Research Relevant	12
2.4.1 Marketing theory	12
2.4.2 Consumer satisfaction theory	12
2.4.3 Value co-creation theory	15
2.5 Conceptual Framework	16
2.6 Terms and Definition Used in This Study	16
2.6.1 Jiangxi Province, China	16
2.6.2 Live banding	16
2.6.3 Consumer satisfaction	17
2.6.4 Special agricultural products	17
Chapter 3 Research Methodology	19

3.1 Introduction	19
3.2 Research Design	19
3.3 Hypothesis	20
3.4 Population and Sampling	21
3.5 Sample Size	21
3.6 Data Collection	22
3.7 Data Analysis.....	22
3.8 Reliability and validity analysis of the scale	24
3.8.1 Reliability analysis of the scale	24
3.8.2 Validity analysis of the scale	25
Chapter 4 Data Analysis.....	29
4.1 Introduction	29
4.2 Description of statistical variables	29
4.3 Results of the Study.....	35
4.3.1 Correlation analysis	35
4.3.2 Regression analysis	37
Chapter 5 Conclusion and Recommendation	46
5.1 Conclusion	46
5.2 Discussion	47
5.3 Recommendation	48
5.4 Further Study.....	49
References	51
Appendix	55

TABLE CONTENTS

Table 3.1 Results of the overall reliability test of the questionnaire	24
Table 3.2 Reliability test results for each dimension of the questionnaire.....	25
Table 3.3 Questionnaire validity test results	25
Table 3.4 Explanation of total variance	26
Table 3.5 Rotated component matrix	27
Table 3.6 Component conversion matrix	28
Table 4.1 Analysis of variables on gender.....	29
Table 4.2 Analysis of variables on age	31
Table 4.3 Analysis of variables on monthly disposable income	32
Table 4.4 Analysis of variables for watching live banding	33
Table 4.5 Analysis of purchase intention variables for watching live streams with goods.....	34
Table 4.6 Descriptive analysis of questionnaire variables	35
Table 4.7 Correlation analysis	36
Table 4.8 Multicollinearity test results (N=411)	39
Table 4.9 Regression analysis of consumer perceptions of quality and consumer satisfaction	40
Table 4.10 Regression analysis of consumer value perceptions and consumer satisfaction	42
Table 4.11 Regression analysis of consumer expectations and consumer satisfaction Table	44
5.1 Validation of research hypothesis findings	47
Table A-1 Consumer Quality Perception Scale	57
Table A-2 Consumer Value Perception Scale	57
Table A-3 Consumer Expectations Scale	57
Table A-4 Consumer Satisfaction Scale	58

FIGURE CONTENTS

Figure 2.1 Swedish consumer satisfaction model (SCSB)	13
Figure 2.2 The American Consumer Satisfaction Model (ACSI)	13
Figure 2.3 European Consumer Satisfaction Model (ECSI)	14
Figure 2.4 China Consumer Satisfaction Model (CCSI)	14
Figure 2.5 Conceptual Framework	16
Figure 4.1 Pie chart on the analysis of gender variables	29
Figure 4.2 Pie chart on the analysis of the age variable	31
Figure 4.3 Pie chart on analysis of monthly disposable income variables	32
Figure 4.4 Pie chart on the analysis of the variables brought about by watching live	33
Figure 4.5 Pie chart for analysis of variables of willingness to buy by watching a live stream with goods	34
Figure 4.6 Histogram of consumer quality perceptions and consumer satisfaction residuals	40
Figure 4.7 Scatterplot of consumer perceived quality and consumer satisfaction residuals	41
Figure 4.8 Histogram of consumer value perceptions and consumer satisfaction residuals	43
Figure 4.9 Scatterplot of consumer perceived quality and consumer satisfaction residuals	43
Figure 4.10 Histogram of consumer expectations and consumer satisfaction residuals.....	45
Figure 4.11 Scatterplot of consumer expectations and consumer satisfaction residuals.....	45

Chapter 1 Introduction

1.1 Background of the Study

With the development of the times and the continuous innovation and changes in electronic technology, the rapid expansion of information technology and the rapid speed of Internet dissemination, the production, collection, storage, processing, and utilization of large-scale data-based information have the advantages of large data capacity, fast delivery, diversity of data types, fast data update and iteration, and higher data quality compared to traditional database software tools (Rodriguez, 2017). For now, the analytics of Big Data is being used at an accelerated pace in various industries and sectors, such as agriculture, insurance, finance, online marketing, and scientific research. Thus, the advent of the Big Data era is not only affecting social change in all aspects but also profoundly affecting people's daily lives and productive activities (Waga & Rabah, 2014).

The year 2020 is a critical period for China to build a moderately prosperous society, and based on the background of the era of big data, big data is gradually integrated with the "three rural areas", which is also an important element in China's economic development. In 2019, the Central Government's No. 1 document proposes to speed up the development of rural industries, implement a digital rural development strategy, develop and expand rural industries, and broaden the channels for farmers to increase their income (Xu, 2022). Among them, the implementation of the digital rural development strategy and the commitment to broaden the channels for increasing farmers' incomes clearly propose to insist on the development of e-commerce channels in rural areas and to promote the development of rural "Internet + agriculture" channels, thereby strengthening the popular application of the agricultural Internet of Things. Therefore, the development of e-commerce in rural areas is one of the most important ways to increase farmers' income (Hong, 2021).

With the rapid development of network technology in the era of big data, in 2020 the China Internet Network Information Center (CNNIC) released the 45th Statistical Report on the Development Status of the Internet in China, and the research report showed that by March 2020, the scale of Chinese Internet users was 904 million, and the penetration rate of the Internet reached 64.5%. The number of mobile phone Internet users reached 897 million; the number of rural Internet users reached 255 million, accounting for 28.2% of the total (Xu, 2022). It can be seen that the popularity and development of the Internet and electronic products in the life and work of the people has led to a radical change in the way people live and work. The accelerated pace of life has made people's lives busier and their free time shorter and more fragmented. The traditional offline shopping mode is no longer able to meet the needs of the new

generation of consumers, and people prefer the convenience, hassle and time saving online shopping mode to shop for their needs.

The continuous development of network technology, the change of electronic devices, the tendency of electronic devices to become more and more intelligent, has also made our lives more and more information-based, and the e-commerce model has been developed by leaps and bounds, and as a result, a large number of new industries have been derived, such as digital agriculture, live-streaming with goods, artificial intelligence, and so on. The most distinctive of these is the high degree of integration between the live-streaming industry and the e-commerce industry, resulting in a unique live-streaming marketing model for agricultural products (Zeng, 2019). However, due to the relatively lagging awareness of e-commerce development in rural areas, operators' awareness of commercialisation and branding of distinctive agricultural products is relatively weak. Therefore, to a certain extent, it is not possible to fundamentally improve the sales volume and brand communication influence of products on the e-commerce platform. Secondly, although e-commerce platforms have brought operators closer to consumers, they are unable to provide real face-to-face contact, and in order to provide consumers with a good sense of shopping experience and satisfaction, it is necessary to improve service awareness and service quality while enhancing product quality (Liu, 2020).

Based on the above, this paper will focus on the study of the influencing factors of consumer satisfaction in the live-streaming with goods marketing model of Chinese regional special agricultural products in the context of big data. Based on theoretical analysis, the influencing factors of consumer satisfaction in live-streaming e-commerce are analysed in depth by means of a questionnaire survey. Consumers who have purchased special agricultural products from China's Jiangxi Province on the live-streaming with goods platform were used as the research target for this data research activity. The SPSS data statistical analysis software was used to pre-process the collected sample data and then conduct correlation analysis and regression analysis. Based on the implementation of the digital countryside strategy and the new e-commerce marketing model, constructive suggestions were made for the development and improvement of the live-streaming with goods model for Jiangxi Province's regional special agricultural products based on the results of this study.

1.2 Problems of the Study

Since 2020, people have generally been affected by the new crown epidemic, and their living, shopping and consumption behaviours have been greatly restricted. As a result, the consumer behaviour as well as consumption habits in daily life are gradually shifted to online consumption, which brings new opportunities for the development of

the live-streaming with goods marketing model. However, due to the rapid development and expansion of the e-commerce live-streaming marketing model, many problems are gradually exposed, especially in the process of live-streaming through the virtual platform, consumers rely on visual experience and the anchor's explanation to place orders, consumers' perception of product quality, perception of product value and pre-purchase expectations of the product are uncertain factors in the live-streaming marketing model, in order to improve this uncertainty To improve this uncertainty, the distance between the consumer's virtual perception and the post-purchase product experience must be bridged as much as possible (Fatimah, 2020). According to the consumer process, consumer satisfaction is a combination of product quality, product value and expectations of the product.

1.3 Research Questions

1. Does consumer quality perception have a positive influence on consumer satisfaction under the live-streaming marketing model of China's Jiangxi special agricultural products?

2. Does consumer value perception have a positive influence on consumer satisfaction in the live marketing model of Chinese Jiangxi special agricultural products?

3. Does consumer expectation have a positive influence on consumer satisfaction in the live-streaming marketing model of Chinese Jiangxi special agricultural products?

1.4 Objectives of the Study

China's agricultural products have long faced difficulties in getting to the market, particularly due to the lack of information on production and marketing, storage difficulties, logistics timeliness and packaging (Hong, 2021). Jiangxi Province in China, as the country's leading agricultural province, is rich in agricultural resources and has a wide range of special agricultural products, such as Gannan navel oranges, Nanfeng honey oranges, and Lushan Yunwu tea, all of which are favoured by local consumers, but because the development of rural e-commerce experience in Jiangxi Province is relatively backward, operators are weak in e-commerce awareness and products lack visibility, so agricultural products are prone to stagnation, supply exceeding demand or demand exceeding supply. This is particularly true in recent years due to the impact of the new coronavirus epidemic (Liu, 2023). The marketing of Gannan navel oranges on e-commerce platforms is the most representative of Jiangxi's special agricultural products, with online sales alone reaching over 1 million kg in 2018. champion (Lu, 2017). Thus, the comprehensive demonstration and in-depth demonstration of the e-commerce business marketing model in Jiangxi Province has promoted the

transformation and development of Jiangxi's special agricultural products and driven the development of Jiangxi's rural economy.

The live-streaming marketing model is an emerging product of the gradual development of the internet and is based on traditional e-commerce with the addition of anchor factors, famous personalities and celebrities who bring in a lot of customer traffic. The live-streaming anchors happen to share and interact with consumers on the other side of the network through the e-commerce network platform, and further promote the purchase behaviour of consumers through their own influence and credibility. This mode of gaining economic benefits in e-commerce marketing with one's personal image, i.e. one's credibility, can also be referred to as the Netflix economy. Nowadays, the net-celebrity economy is gradually showing a trend towards diversification, such as WeChat, Weibo, Jitterbug e-commerce platform, Racer e-commerce platform, etc. The anchors of the e-commerce platform explain different items with their professional technicality and unique sharing angle based on the social media platform, achieving public recognition by resonating with the audience and being active in the public's field of vision for a long time in the social media to achieve the ultimate effect on their The result is an appropriate marketing plan for the corresponding group of fans, which further promotes the conversion of fans into purchasing power (Ma, 2021). In the process of live-streaming, products are shown and vividly explained in the form of a live broadcast, followed by the sale of e-commerce products through the purchasing power of the fan base, thus forming this new model of live-streamed shopping (Iyar, 2020). Therefore, this paper takes the analysis of the live-streaming with goods marketing activities of the special agricultural products in Jiangxi Province, China, as an example, and further explores the factors influencing consumer satisfaction under the live-streaming with goods marketing model of the special agricultural products in Jiangxi Province, China. In summary, the research objectives of this paper are as follows:

1. To analyze the impact of respondents' perceived product quality on consumer satisfaction.
2. To analysis of the impact of respondents' perceived product value on consumer satisfaction.
3. To analyze the effect of expected expectations on consumer satisfaction.

1.5 Significant of the Study

At present, most scholars' research on the development of the live-carry marketing model of agricultural products tends to focus on the research and analysis of the

conceptual characteristics, current situation and development path of the regional special agricultural products marketing model. There are relatively few empirical studies on the live-streaming marketing model based on consumer research perspective (Xu, 2022). This paper further investigates the factors influencing consumer satisfaction in the live-streaming marketing model of agricultural products in Jiangxi Province, China, based on consumer satisfaction theory, management, economics, and marketing theory systems. Secondly, the e-commerce model has been in development for more than 20 years since the development of the electronic data interaction era in 1990, and in 2009 the e-commerce model entered a mature stage. While the webcasting model in the rise in 2015-2016 major live broadcast platform. From the beginning, it was considered by the public to be a sabre-rattling model that has gradually developed into a fusion with the e-commerce industry, and then developed into a live-streaming with goods model, which has become one of the mainstream marketing models in today's society and has a significant impact on the sales process of agricultural products and the widespread dissemination of regional agricultural products (Du, 2018).

At present, there are relatively few international studies on consumer satisfaction based on the live-streaming marketing model (Li & Wang, 2020), so this study fills the gap to a certain extent and has good theoretical reference value. This study adopts the American Consumer Satisfaction Model (ASCI) system as the basis for this empirical analysis, which not only deepens the research methodology of e-commerce and live-streaming with goods marketing model, but also actively explores new research perspectives to a certain extent. By combining theory and practice, this analysis will provide a reference for the development and improvement of the live-streaming marketing model of Jiangxi's special agricultural products, and will also provide practical guidance for the development and research of the live-streaming model.

1.6 Limitation of the Study

This paper has been based on an extensive survey and literature review of the live-streaming marketing model and customer satisfaction in Jiangxi Province, China, and further explores customer satisfaction and its influencing factors based on the American Satisfaction Model (ACSI) as the basis for this research. In the course of the research, the influence paths and relationships of the live marketing model of Jiangxi's special agricultural products were analysed, and corresponding conclusions were drawn. However, due to my lack of theoretical knowledge and the lack of in-depth research on the issue, there are certain limitations in this study, which are mainly summarised as the following three points.

1. The scope of the sample collected in this study is relatively limited. Since this study mainly focuses on the live-streaming marketing model of agricultural products with special characteristics in Jiangxi, China, the sample data collected are only those

consumers who bought agricultural products with special characteristics in Jiangxi during the live-streaming, which is not representative enough compared to other categories or other regions' live-streaming marketing model of agricultural products with special characteristics, therefore, the generality and representativeness of the results of this study are yet to be further tested and analysed (Park & Lin, 2020).

2. Lack of depth in the selection of independent variables. This paper proposes three antecedent variables that influence consumer satisfaction based on the analysis of the live-streaming with goods marketing model of featured agricultural products and the review of related theories as the theoretical basis, and uses them to explore the influencing factors of consumer satisfaction under the live-streaming with goods marketing model of featured agricultural products. However, in terms of the diversity and complexity of consumers' buying needs, willingness to buy or purchasing needs, the live take-home marketing model is ever-changing and is always changing and adjusting. Therefore, there are other factors of consumer satisfaction that have not yet been explored and studied, but due to the limited conditions of personal research, the depth of the selection of research variables needs to be strengthened and supplemented (Liu & Huang, 2021).

3. There were certain limitations in the process of collecting the sample data. The questionnaires for this study were prepared, distributed and collected through the Chinese questionnaire platform "Questionnaire Star". The data collection was only cross-sectional and did not examine the question over a period of time, therefore, the sample data had some delay (Li, 2018).

Chapter 2 Literatures Review

2.1 Introduction

The second chapter of this paper focuses on a literature review of the live-streaming marketing model, the consumer satisfaction model and the theoretical foundations used in this paper, in order to build a theoretical framework for research on consumer satisfaction in the live-streaming marketing model for special agricultural products. The live-streaming marketing model is a new business promotion model that has only recently emerged in China. Therefore, the research on this issue mainly takes part in the analysis and research of Chinese scholars on the relevant issues. Through a systematic review and generalisation of the relevant literature, a detailed analysis of the formation, development, characteristics and influencing factors of the live-streaming with goods marketing model is presented. The next step is to review and sort out the relevant models constructed by international scholars on consumer satisfaction, and select the more mature and widely applied American consumer satisfaction model as the basis for the theoretical model of this paper. Finally, the factors influencing consumer satisfaction in the live-streaming marketing model are reviewed and used as the theoretical basis for the conceptual framework of this paper.

2.2 Literature Reviews

2.2.1 Status of e-commerce development for agricultural products

International scholars have conducted a lot of analysis and research on the development of e-commerce for agricultural products. International scholars have started their research on the modernisation process of agricultural development earlier, and the research on e-commerce models for agricultural products has entered the exploration and research stage relatively early. International scholars mainly analyse the operation cost of e-commerce from the perspective of the e-commerce model for agricultural products, and point out that in the process of the e-commerce operation model, the cost of e-commerce operation is relatively low with the intervention of a stable intermediary platform compared to that without the intervention of an intermediary platform. Pool (2001) found that the development of an e-commerce model for agricultural products not only facilitated the conversion rate of market information, but also contributed to the modernisation of agriculture. Zhang (2011) pointed out that since e-commerce models have their own specificity, and the characteristics of agricultural products differ from country to country and region to region, it is important to explore e-commerce models that meet their own development conditions. and logistics services are the main operational models for the development of e-commerce for fresh produce. Chen and Chung (2020) pointed out that regional

specialty agricultural products should choose an e-commerce model suitable for their development according to their own characteristics and development status.

In a study of consumer stickiness and repurchase behaviour in live banding, the SOR model was used to study the influencing factors that affect consumer repurchase, including service quality, product quality, and consumer satisfaction, where consumer satisfaction has an impact on customer trust and loyalty ultimately leading to changes in consumer repurchase intentions (Fu, 2022). Comprehensive above, in the study of e-commerce marketing model, consumer satisfaction has the most objective and realistic display of the problems of e-commerce marketing model, focusing on the study of consumer satisfaction is beneficial to the development of enterprises and industries, which in turn increases the conversion rate of goods and stabilizes customer sources to improve revenue. Although China's research on the development of electronic commerce of agricultural products started relatively late, but with China's economic development, electronic commerce of agricultural products in the rapid development of domestic, prompting the modernization of agriculture more and more high, from the development trend of recent years, it seems that the development of domestic research on the development of electronic commerce of agricultural products depth and research system have a better trend.

2.2.2 Definition of the concept of live band marketing model

Zhang (2020) defines live webcasting as a new structural model combining subject, intermediary and object based on the perspective of sociology and communication, and this model is based on the virtual situation created by the core of emotional interaction and emotional empathy, and the application of auxiliary functions in the process of live broadcast, such as pop-up communication function, reward function and image setting function and other technical means, so as to create a more appropriate and preferable scene for the audience of live broadcast. Based on marketing science, Tan (2018) defines live webcasting as a marketing model that relies on the internet, uses internet devices such as computers or mobile phones as live streaming tools, and interacts and communicates with fans and consumer users by means of comments and pop-ups through a specific internet live web platform.

With the rise of "Internet+" and live-streaming of goods gradually recognized by the majority of consumers, live-streaming of goods from the initial live game channels, live show channels continue to derive from the live shopping platform channels, such as Jieyin platform, Taobao platform and Racer platform. Since the outbreak of the new crown epidemic in 2020, there has been a temporary suspension of work and school, reduced travel and home quarantine within China and globally in order to control the spread of the new crown epidemic. As a result, traditional offline consumption patterns have been impacted significantly and have come to a standstill. In response to the

national call, residents are choosing to shop through online channels or place orders in the form of watching live streams. Encouraged by the emergence of internet celebrities (i.e. people in real or online life who have become popular because of something or an action that has been widely followed by internet users or who have become popular by inputting their expertise over a long period of time), celebrities and the support of the government on major online platforms, consumers have gradually accepted and adapted to online shopping methods and habits, which has provided them with a degree of timeliness and convenience in shopping. With the active promotion of live shopping platforms, thorough explanations of products by individual anchors, emotional interaction with live viewers, and a good shopping and visual experience for consumers, sales of live-streamed goods have exploded, making live-streamed goods a new consumer trend and marketing model (Li & Wang, 2020).

The live-streaming marketing model is an e-commerce sales model that has emerged in recent years. The similarity with the traditional e-commerce model is that both are marketing activities through a combination of network technology and electronic devices. However, there are also essential differences between the two, and the biggest difference between the live-streaming marketing model and the traditional e-commerce model is that the live-streaming marketing model has five advantages: interactivity, timeliness, intuitive effect display, customer communication experience sharing and hot topics (Wang, 2020). The live broadcast is a marketing tool that uses the live broadcast platform as a carrier and uses the form of live broadcast to achieve the role of diversified two-way interaction, thus promoting consumer shopping. The live-streaming marketing model uses a combination of real and virtual face-to-face interaction and consumer sharing modules to create an immersive visual experience for consumers, while further increasing the novelty and uniqueness of the shopping experience and promoting consumers' willingness to purchase and subsequent purchase behaviour (Xu, 2022).

Li (2016), in a study on factors affecting the formation of live streaming transactions, pointed out that traditional e-commerce can effectively deliver scenario information to consumers in a timely manner by adding a live-streaming bandwagon session, and the operation of the session based on the anchor's understanding, applicability, experience and analysis of the live content as well as limited-time purchase can effectively increase the conversion rate of transactions and promote consumer behaviour. Wu (2017) analysed users' continued viewing and purchase intention in live-streaming with goods based on the users' perspective, and the findings concluded that consumers' perceived usefulness positively influences users' continued use intention, i.e. factors such as the perceived interface of the live-streaming platform, the characteristics of the anchor, and the interactive sessions all have an impact on whether users continue to use it.

Through a review of the research results and literature of international scholars, it is found that scholars' research on the marketing model of live-streaming with goods is mainly focused on two aspects, on the one hand, it is the research on the influence model of live-streaming with goods based on the Netflix and fan economy (Hun & Li, 2020). On the other hand, it is a study on the influence model of live-streaming with goods based on the starting point of consumers' purchasing behaviour (Guo & Li, 2018). There are relatively few international scholars who have conducted research on live-streaming, and most of them have focused on the motivation of users to watch, or the flaws in the live-streaming model. As an emerging marketing model in recent years, academic research on the live-streaming model is still in its infancy, and there are few research starting points for exploring its purchase decision based on consumers' perspective. In the context of the growing development of online technology, consumers' purchasing needs are becoming more personalised, diverse and novel as time goes on. This also marks a change in consumers' shopping habits and decisions (Xie, 2021).

Therefore, in the rapid development of the live-streaming marketing model, in order to occupy a place in the live web channel, in addition to developing a market operation strategy in line with the consumer satisfaction in the process of consumption, due to the widespread dissemination of the Internet, the host of the one-to-many marketing model characteristics, consumer satisfaction directly determines the scale effect of the live-streaming marketing model. Therefore, it is worth exploring how to effectively improve consumer satisfaction and optimise and upgrade the live-streaming marketing model so that it can be widely accepted by the general public (Li & Wang, 2020). This study takes the psychological processes of consumers' shopping behaviour as the starting point to further investigate the impact of the live-streaming marketing model on consumers' purchasing decisions and satisfaction, and uses this study to further improve the reference literature on consumer satisfaction in the live-streaming marketing model.

2.2.3 The concept of consumer satisfaction

Cardozo first introduced the concept of consumer satisfaction in 1965, and other scholars have subsequently developed their understanding and knowledge of consumer satisfaction based on Cardozo's research, based on different perspectives (Xie, 2021). Oliver (2006) defines consumer satisfaction as the evaluation of a consumer behaviour after it has occurred, and compares the expected value before consumption with the perceived value of the product after use or after receiving the service (Xie, 2021). Kotler in 1991 defined consumer satisfaction as a function of the difference between the effectiveness of consumers' experience of a product and its expected value. As a research object to explore consumer satisfaction, this study considers consumer

satisfaction as an overall evaluation of consumers' repeated cumulative purchases or use compared with their pre-purchase expectations. Therefore, based on the above-mentioned scholars' views, this paper interprets the concept of consumer satisfaction as a comparison of consumers' pre-purchase expectations and post-purchase use of a product or service as a psychological response (Li, 2019).

The most representative study on the factors influencing consumer satisfaction is Oliver (2006), who suggests that satisfaction is based on the evaluation of the degree of attribute performance, and that the performance of each attribute has a significant impact on the overall satisfaction of consumers, and the more important the degree of the attribute, the greater the relative satisfaction. Li and Chen (2019) Based on a binary logistic model selected consumers who purchased tea on an e-commerce platform as the research object to further investigate the factors influencing consumer satisfaction, the study found that consumers' satisfaction with the brand, quality, price and freshness of tea had a significant effect on consumer satisfaction, while the effect on consumer satisfaction regarding the speed of tea dispensing, appearance and packaging, and logistics service was relatively small. Li (2020) investigated the impact of O2O mode on consumer satisfaction in terms of price, quality, logistics, after-sales service, page design, technical aspects and payment methods of fresh produce, and found that all six factors in this study influenced consumer satisfaction in purchasing fresh produce online and offline to some extent.

2.3 Theory of Reviews

The majority of international scholars have studied the factors influencing consumer satisfaction in the live-streaming marketing model based on empirical analysis, and have explored the antecedent variables and paths that influence consumer satisfaction. The study found that product quality and service quality are the most important aspects of the product. Yin and Xie (2021) found that consumer perceptions of quality and value had a significant positive effect on consumer satisfaction in their study of factors influencing consumer satisfaction based on cross-border e-commerce. Xu (2022) analysed the influencing factors of consumer satisfaction in the marketing model of live-streaming with goods by means of an empirical study based on Hainan special agricultural products as a starting point. The study found that among the nine paths based on the American Consumer Satisfaction Model (ACSI), quality perception and value perception in the consumer satisfaction model had a significant positive effect on consumer satisfaction, while consumer satisfaction had a significant negative effect on consumer Li and Wang (2020) empirically found that online regulation, product quality, after-sales service and interaction in live streaming all had significant effects on consumer satisfaction in the live-streaming marketing model. Yang and Wang (2021) explored the development of e-commerce models in the live-streaming environment

based on consumer satisfaction, and found that consumer satisfaction has a direct impact on consumers' willingness to make repeat purchases.

2.4 Research Relevant

2.4.1 Marketing theory

Marketing theory first emerged in the United States in the 20th century in the form of 'marketing of agricultural products', the birth of which can be traced back to a course taught by Professor Croce in 1905. Phillip Kotler In 1986, in his classic book "Marketing Management", Philip Kotler introduced the concept of marketing to the changing market, based on the 4Ps marketing theory, adding "political power" and "public relations" to make his marketing theory from the 4Ps. Neil 1994 introduced the concept of "marketing mix", a theoretical concept that suggests that market demand has reached the level of the consumer. Further, the concept of "marketing mix" was introduced, a theoretical concept that suggests that market demand is influenced to some extent by marketing variables and that firms must effectively combine various marketing variables or elements in order to obtain further theoretical and market responses. The development of this theory clearly defined the scope of research on marketing operations and laid a solid foundation for subsequent theories (Yuan, 2022).

2.4.2 Consumer satisfaction theory

Most of the studies conducted by international scholars on the factors influencing consumer satisfaction in the live-streaming marketing model are based on empirical research, which further analyses the factors influencing consumer satisfaction by quantifying the data, and identifies the key factors influencing consumer satisfaction in each study, which can be used as constructive advice for the sustainable development of the industry (Wang & Liu, 2021). The four most representative and widely used models are the Swedish Consumer Satisfaction Index (SCSB), the American Consumer Satisfaction Index (ACSI), the European Consumer Satisfaction Index (ECSI) and the Chinese Consumer Satisfaction Index (CCSI).

(1) The Swedish Consumer Satisfaction Model (SCSB)

The SCSB model was first developed by Swedish academic Professor Vernell and consists of five dimensions: consumer expectations (customer expectations), perceived value, consumer complaints, consumer satisfaction and consumer loyalty. The model is based on the antecedent variables of consumer expectations and perceived value, which lead to consumer satisfaction, and the outcome variables of consumer complaints and consumer loyalty (Li & Wang, 2020). This is shown in Figure 2.1.

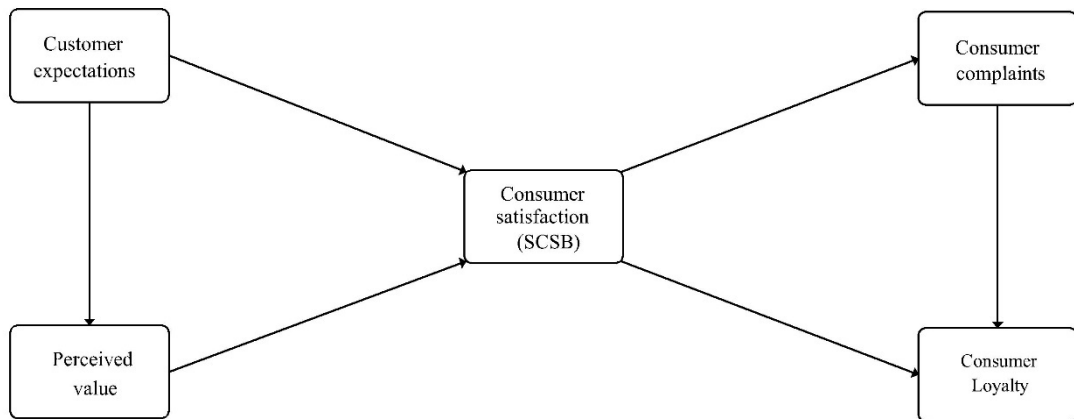


Figure 2.1 Swedish consumer satisfaction model (SCSB)

(2) American Consumer Satisfaction Model (ACSI)

Fornell (1996) constructed and developed the American Consumer Satisfaction Index (ACSI) model, which is based on the Swedish Consumer Satisfaction Index model and incorporates consumer perceptions of quality. The model is now a widely used and relatively complete consumer satisfaction model, containing six measures of consumer expectations, consumer perceptions of quality, consumer perceptions of value, consumer satisfaction, consumer complaints and consumer loyalty.

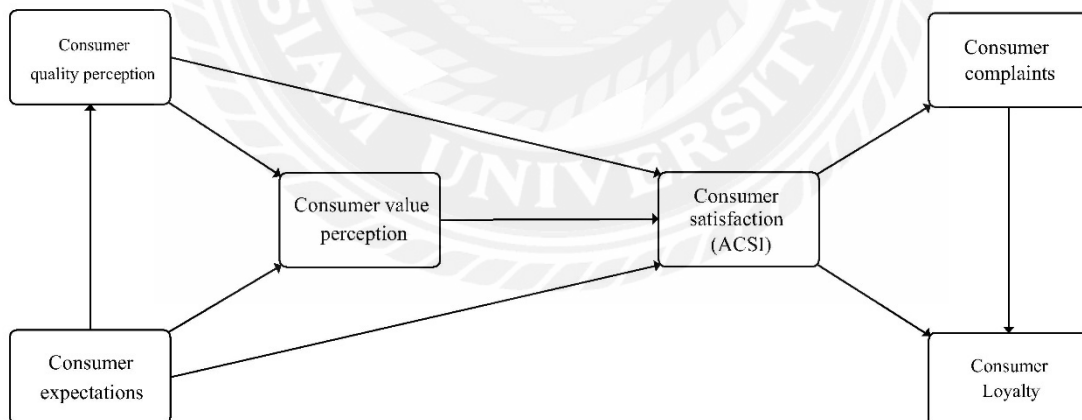


Figure 2.2 The American Consumer Satisfaction Model (ACSI)

(3) European Consumer Satisfaction Model (ECSI)

The European Customer Satisfaction Index model is based on the American Satisfaction Index (ACSI) and incorporates corporate image variables, including social responsibility, corporate practices and business ethics. At the same time, consumer perceptions are subdivided into two dimensions: software and hardware. The model not only emphasises the perceived tangible value of a company's product quality to its

customers, but also, to a certain extent, the intangible value of the company to the perceived value of the consumer (Xu, 2022). This is shown in Figure 2.3:

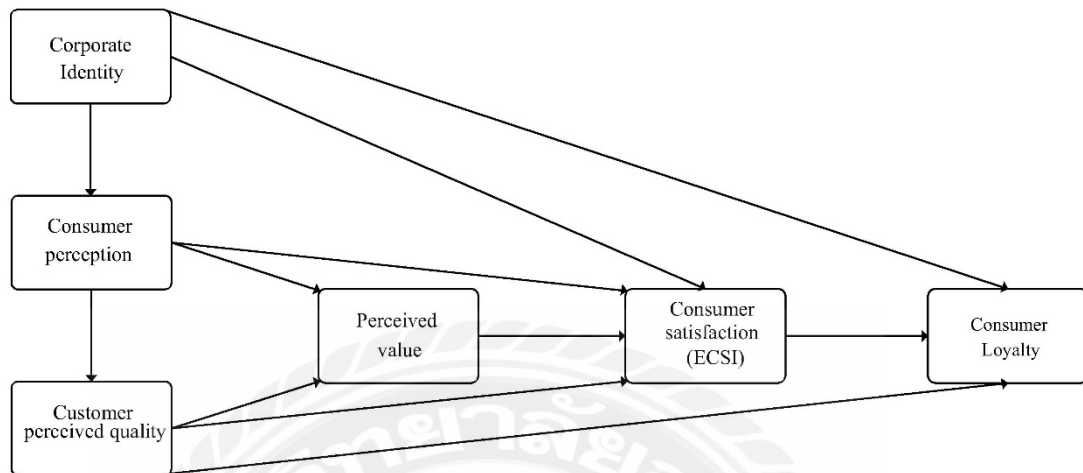


Figure 2.3 European Consumer Satisfaction Model (ECSI)

(4) China Consumer Satisfaction Model (CCSI)

The Chinese consumer satisfaction model is mainly based on the research of international scholars, and the measurement model applicable to the Chinese consumer satisfaction index is constructed according to the Chinese market context and Chinese consumers' consumption psychology. However, as the Chinese consumer satisfaction model has been applied and researched to a greater extent than in other countries, it does not yet cover the whole industry, so the theoretical and practical validity of the model needs to be further verified (Yang & Wang, 2021). This is shown in Figure 2.4.

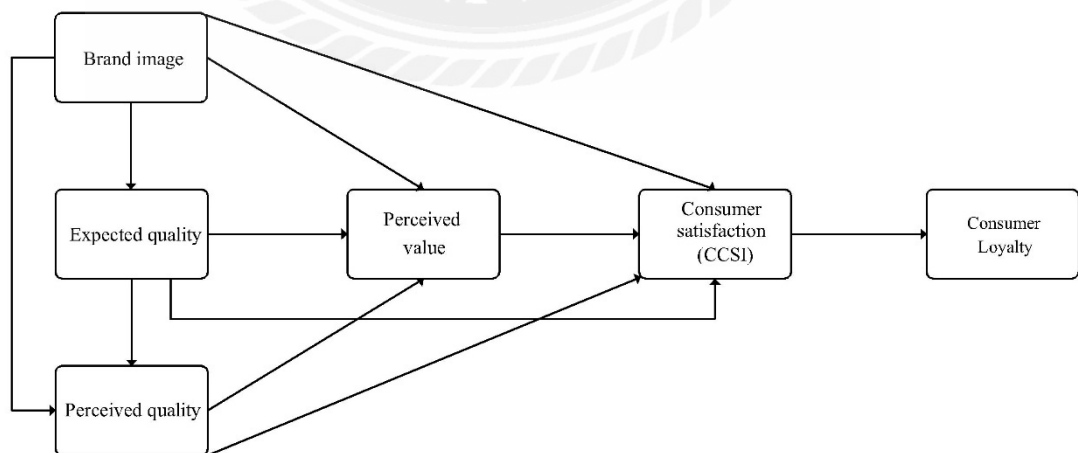


Figure 2.4 China Consumer Satisfaction Model (CCSI)

According to the four theoretical models mentioned above, it can be seen that the model is mainly derived from consumer surveys in various industries and has a fairly high degree of maturity and development history. Therefore, in this study, the American Consumer Satisfaction Model (ACSI) is used as the base model for this measurement, as three paths directly related to consumer satisfaction are selected as the basis for the construction of the theoretical model in this study. The second reason for selecting this model is that the ACSI model has a higher degree of maturity and general applicability compared to the local Chinese consumer satisfaction model. Therefore, the theoretical framework of the factors influencing consumer satisfaction in the live band marketing model is constructed based on this model and the research hypothesis of this paper is proposed.

2.4.3 Value co-creation theory

International scholars' research on value co-creation theory focuses on user value co-creation, which includes the two core elements of pre-product design and post-product marketing (Liu, 2021). Nambisan (2022) suggests that co-creation of value can be effective in creating a word-of-mouth advantage in the process of product marketing, which in turn helps companies to achieve the purpose of product sales. The scholars suggest that value co-creation is a process of co-creation between consumers and companies in the process of selling products and services.

In summary, both concepts of value co-creation emphasise the importance of the customer's interaction and communication with the company in the consumption or experience, and then investing their own energy, emotions and intellectual resources to proactively create beneficial value for both themselves and the company. Value is created during or after a consumer's purchase and through interaction and communication with the company, so companies should pay close attention to the creation of a service and experience environment for the consumer, thus effectively promoting the maximisation of value co-creation between the two parties.

2.5 Conceptual Framework

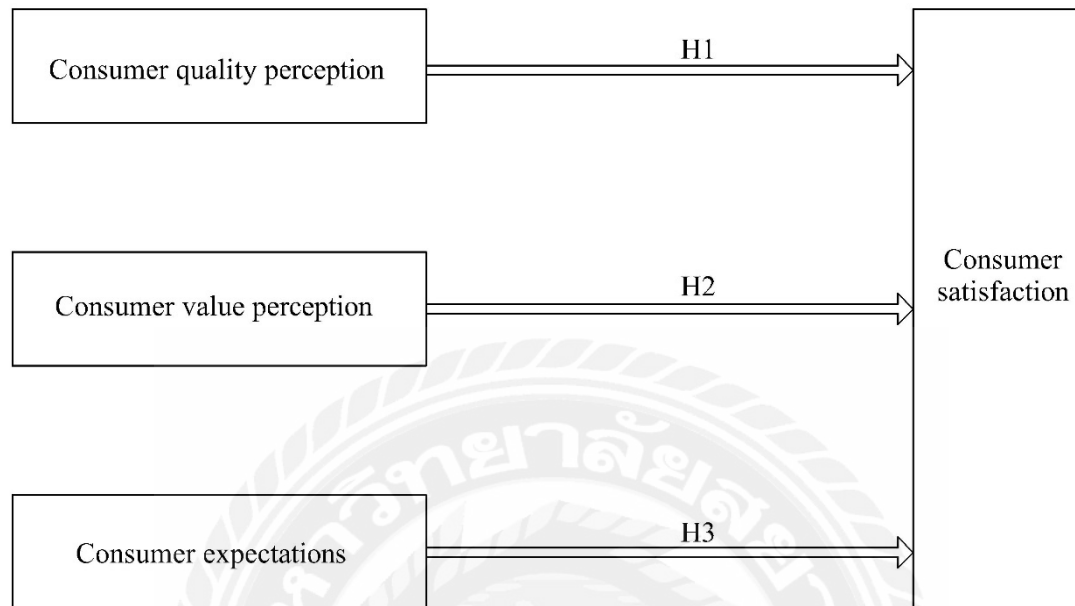


Figure 2.5 Conceptual Framework

2.6 Terms and Definition Used in This Study

2.6.1 Jiangxi Province, China

Jiangxi Province in China is a large regional agricultural province in China, its agricultural resources and reserves are relatively rich, with a wide range of special agricultural products and a large scale of production of special agricultural products, such as the main special rice agricultural industry in Jiangxi Province is the main source of crops in Jiangxi Province, its production accounts for 90% of the province's total agricultural production. For example, Gannan navel oranges, whose annual output is as high as nearly one million tonnes, and Gannan navel oranges rank in the top ten of China's fruit rankings, and the first in the same category of fresh produce. Secondly, Jiangxi province's special agricultural products such as tea from Jingdezhen and Lushan Yunwu are among the leading representatives of the tea category, and in June 1999 the tea was designated as a special tea for the Great Hall of the People (Liu, 2020).

2.6.2 Live banding

The concept of live streaming was first introduced in 1944 by Lazarsfeld, who observed that the votes of the general public in U.S. presidential elections were often influenced by a small group of people, then known as opinion leaders (Zhang, 2023). According to Van and Joshi (2007), opinion leaders have the power to lead and influence the purchasing behaviour of ordinary consumers because they have more

knowledge and understanding of a product than ordinary consumers and have unique insights into the product. According to a study by Cho and Hwang (2012), opinion leaders with extensive experience or expertise in their industry or niche are able to lead a large number of potential customers in social media marketing, while those with a good social reputation are able to attract the attention of many consumers. It can be seen that the live-streaming marketing model is a new product derived from the development of the Internet. The live-streaming marketing model is based on the addition of opinion leaders (such as netizens, famous personalities, social celebrities, etc.) to gain the attention of consumers and turn them into fans through interaction with each other, and then efficiently drive consumers' purchasing behaviour through their own influence. The model is based on the marketing of personalities as a starting point for economic gain, and is therefore also known as the Netflix economy (Du, 2021).

2.6.3 Consumer satisfaction

Since the 20th century, international scholars have been working on the construction of consumer satisfaction models from different perspectives, taking into account different cultural contexts, market demands and other factors, the most representative of which are the American Consumer Satisfaction Model (ACSI), the Swedish Consumer Satisfaction Model (SCSB), the European Consumer Satisfaction Model (ECSI) and the Chinese Consumer Satisfaction Model (CCSI). The model has been developed as a result of a number of academic studies.) The construction of this model marks a successful shift from business to consumer-centred research on consumer processes and marketing models. In analysing the consumer satisfaction models developed by international scholars, it was found that consumer perceived quality plays a significant role in the investigation of the factors influencing consumer satisfaction, regardless of the context, perspective or culture. Secondly, customers' perception of quality influences, to some extent, their perception of product value and consumer expectations (Wang & Liu, 2020).

2.6.4 Special agricultural products

In 2005, the Ministry of Agriculture of China carried out rational planning and layout for the development of regional production of special agricultural products, i.e., the regional characteristics, development value and product quality of agricultural products were strictly divided into special agricultural products and ordinary agricultural products respectively. Among them, characteristic agricultural products refer to products with certain regional characteristics or quality features, such as characteristic fruits, cereals and oils, vegetables, beverages, flowers, herbs, as well as characteristic livestock and poultry. The Ministry of Agriculture of China has classified 114 characteristic agricultural products into 10 categories according to their characteristics and values, and the origin of their characteristic varieties involves more than 2,100 county-level administrations (Li, 2020). Li (2014) suggests that

characteristic agricultural products have a certain degree of regional variability and are highly dependent on the cultivation environment and geographical environment of the region, and proposes that characteristic agricultural products have natural Jiang (2018) suggests that distinctive agricultural products have obvious exclusivity in terms of product characteristics.



Chapter 3 Research Methodology

3.1 Introduction

This paper uses a quantitative research approach. Based on the era of big data background, we investigate the factors influencing the consumer satisfaction of the live-streaming marketing model of Chinese regional agricultural products. The study is based on consumer satisfaction theory, marketing theory and value co-creation theory as the theoretical basis of this study. Among them, the theoretical framework of this paper is constructed by choosing the consumer satisfaction model, and the study of consumer satisfaction is conducted based on the analysis of the background of live-streaming marketing and the related marketing theories for the consumer purchase process, combined with the value co-creation theory in which the opinion leader or dominant person leads the potential consumers to purchase behavior.

Therefore, the third chapter of this paper is mainly based on the research structure to put forward the research hypothesis that affects the consumer satisfaction in the mode of live-streaming with goods marketing of special agricultural products. And according to the research hypothesis combined with the international scholars appropriate, used and validated scale for the design of this questionnaire, for each research variables to develop the reliability test.

3.2 Research Design

In designing the scale questions for each of the variables in this study, the questions were extracted from references on consumer satisfaction, and the scale has proven to have good reliability and validity after empirical analysis in China. In order to ensure the accuracy of the extracted questions and the understanding of the respondents, 20 consumers who had purchased Jiangxi's special agricultural products were invited to fill in the questionnaire before the scale was officially distributed, and to communicate with the respondents in a timely manner. This questionnaire mainly refers to the investigation of the factors influencing consumer satisfaction under the live-streaming marketing model of regional special agricultural products proposed by Xu (2022), and has a scale with good reliability and validity after empirical analysis.

Therefore, this paper is based on Xu (2022) for the questionnaire design part specifically divided into five parts, the first part is the basic information of individuals: from gender, age, religion monthly disposable income, whether to watch live streaming and purchase intention of a total of five questions: the second part is the consumer quality perception consists of three questions, its representative questions are "the products or services you buy in live streaming can meet The second part is the

consumer's perception of quality, which consists of three questions: "The products or services you buy in the live streaming meet your expectations", "The reliability of the products or services you buy in the live streaming meet your expectations", and "The overall quality of the products or services you buy in the live streaming meet your expectations". The third section is consumer value perceptions, which consists of 2 questions, representing "The quality of the product or service you buy in live streaming is better" and "The price of the product or service you buy in live streaming is better". The fourth section is made up of three questions that represent "Your expectation that the product or service offered in the Live Streaming will meet your specific needs before shopping", "Your expectation of the reliability of the product or service offered in the Live Streaming before shopping" and "Your expectation of the reliability of the product or service offered in the Live Streaming before shopping". "Your expectation of the overall quality of the product or service offered in the live banding before you shop". The fifth section is a consumer satisfaction measure consisting of three questions, representing "The difference between the quality of the product or service you purchased in the live broadcast and your expectations" and "The difference between the product or service you purchased in the live broadcast and your ideal product". "Your overall satisfaction with the live streaming of Hainan's special agricultural products".

All the questions in this study are based on the Likert five-point scale, which is based on the three path variables directly related to consumer satisfaction in the American Consumer Model (ACSI), with the five options "1 means very unlikely", "2 means rather unlikely", "3 means average", "4 rather likely" and "5 very likely".

3.3 Hypothesis

At present, the webcast with goods marketing model also belongs to one of the ways of online shopping, consumer expectations are mainly focused on two aspects, on the one hand, the product information provided on the shopping website; on the other hand, consumers have purchased similar products and have a certain understanding of the product or the actual experience of the feelings. The live-streaming marketing model proposed in this paper, to a certain extent, reflects the emotional feedback of consumers on the whole consumption process after consumption, product use and experience in the online channel. According to the basic process of consumption process, consumers' perception of quality occurs when the purchased product is delivered to consumers, and an emotional cognition is generated during consumers' trial or actual experience of the product, and consumers judge their purchase satisfaction based on their own personal experience. Wang and Liu (2020) study points out that in the perceived quality variable part of the consumer satisfaction model can be viewed as all consumer perceptions within the live streaming room (e.g., anchor language perception, behavior perception, experience perception of pop-up interaction within the live streaming room, and

perception of the live streaming room environment). Therefore, the following hypothesis is proposed:

H1: Consumer perceptions of quality in the live-streaming marketing model have a direct positive impact on consumer satisfaction.

In the growing live-carry marketing model, consumers' overall feelings are constantly changing, and consumers' perceived value of goods has a direct impact on overall consumer satisfaction. Therefore, the following hypothesis is proposed.

H2: Customer perceptions of value in the live-streaming with goods marketing model have a positive impact on customer satisfaction.

In his research activities on consumer satisfaction based on the fresh produce e-commerce marketing model, Zhang (2019) found that customer expectations have a direct positive impact on consumer satisfaction, and therefore, the following hypothesis is proposed.

H3: Customer expectations have a direct positive impact on customer satisfaction in the live band marketing model.

3.4 Population and Sampling

The subject of this study is the 21,000 consumers who buy Jiangxi's special agricultural products. 435 people were selected by random sampling as the sample for this research activity. The target population refers to the whole of the target population or the population from which the researcher wishes to obtain information, and it consists of all individuals of the same nature in the research population. Sampling is one of the most common modes of survey application and is a non-comprehensive survey that involves taking a sample of units from the total population of the research subject and conducting a survey based on the sample taken to obtain an understanding of the overall target quantity. Random sampling refers to a sample survey in which each part of the population is selected on the basis of the principle of equal chance distribution, also known as "equal probability". In this study, the principle of random sampling is used to ensure that each subject in the population has a known, non-zero probability of being selected as the subject of the study and that the sample is as representative and universal as possible. Thus, the sampling table proposed by Yamane in 1967 was used for this study, with 95% confidence interval i.e. $P=0.5$ (Sun, 2004).

3.5 Sample Size

The overall population of this study is 21,000 people, using the slovin formula $n = N/(1+Ne^2)$ with a 95% confidence interval (i.e. $\alpha=0.05$). According to the formula, the value corresponding to 21,000 people and the value corresponding to the 5% confidence interval can be calculated to obtain the sample size of 393 people for this sample survey. However, in view of the fact that the questionnaire may be filled in incorrectly, omitted or not in line with the characteristics of the respondents, the number of samples was expanded to 446 in the process of collecting the sample, which was used as the official number of copies distributed for the official research activity.

$$N = \frac{N}{1+(Ne^2)}$$

$$N = \frac{21000}{1+(21000(0.05)^2)}$$

$$N = \frac{21000}{1+52.5}$$

$$N = 393$$

3.6 Data Collection

This study was conducted by using the questions extracted from the consumer satisfaction survey to compile a questionnaire on the Chinese version of the questionnaire filling platform "Questionnaire Star", which is a widely used online survey website by a large number of scholars in China. The questionnaire was mainly distributed through social networking platforms such as QQ or WeChat, and it took 30 days to collect the questionnaires. 446 questionnaires were collected and 411 valid questionnaires were obtained after excluding invalid questionnaires such as wrong and missing ones, with a valid return rate of 92.2% (Li & Wang, 2020).

3.7 Data Analysis

After determining the measurement items, the overall sample size and the sample size of this questionnaire, the sample data was further analysed and processed by using SPSS statistical analysis software. The main SPSS internal processing procedures used were descriptive statistics, reliability analysis, analysis of variance, correlation analysis and regression analysis, which are shown below.

(1) Descriptive statistical analysis. Descriptive statistical analysis focuses on describing the basic personal information of the respondents and the distribution of the questionnaire, including gender, age level and monthly disposable income, followed by the distribution of the questionnaire, the size of the distribution, and the return rate of the sample (Xue, 2021). This method of analysis provides a clear and effective picture of the overall level of the sample and the questionnaire research activity.

(2) Reliability analysis. As the questionnaire used in this study was based on an established scale, the reliability of the individual research variables in the questionnaire was measured only through the Cronbach reliability coefficient measure. This method is currently one of the most widely used and stable measures used by international scholars. The reliability coefficient consists of two components, the internal consistency coefficient and the retest reliability coefficient, which are indices of the internal consistency of a set of scales and can be used to test the stability and reliability of a measure (Chung, Kim, & Abreu, 2004).

(3) Validity analysis. Among the measures of validity analysis KMO and Bartlett's sphericity test are important methods of validity analysis, i.e. the larger the KMO value, the better the validity of the questionnaire. If the 'mean score' is used as the explanatory variable in the calculation of the factors, the factor loading matrix will be zero, which means that the data cannot be correlated and processed. This is where Bartlett's test of sphericity needs to be applied. If there is a significant correspondence between the explanatory and independent variables at the centre of the sphere and the significance is less than .5 ($p=.041$), then the results obtained from this questionnaire have good validity and can be subjected to the next step of factor analysis (Zhang, 2019).

(4) Analysis of Variance (ANOVA). ANOVA, also known as "analysis of variance" or "F-test", was invented by R.A. Fisher and is mainly used for the analysis of differences in means between two or more samples. It is mainly used for testing the significance of differences in means between two or more samples. The data obtained from the study shows fluctuations due to various factors. The causes of fluctuations can be divided into two categories, those that are uncontrollable and random, and those that are controllable and have an impact on the results imposed in the study. Analysis of variance (ANOVA) is used to determine the contribution of the different sources of variation to the total variation, and thus to determine the magnitude of the influence of the controllable factors on the results (Hong, 2021).

(5) Correlation Analysis. Correlation analysis reflects whether there is some kind of dependence between the phenomena under study, and further explores the direction and degree of correlation between the phenomena with dependence, correlation analysis is a common statistical method to study the correlation between random variables (Xue, 2021).

(6) Regression analysis. Regression analysis is a statistical analysis method to determine the interdependent quantitative relationship between two or more variables. The method is widely used in academic circles. Regression analysis can be divided into univariate regression analysis and multiple regression analysis according to the number of independent variables involved; and linear regression and non-linear regression

according to the type of relationship between the independent and dependent variables (Hong, 2021).

3.8 Reliability and validity analysis of the scale

3.8.1 Reliability analysis of the scale

Reliability can also be understood as reliability and is intended as a way of testing the veracity and reliability of the data in a survey questionnaire. Most measures of reliability testing are expressed in terms of correlation coefficients, which can usually be divided into three categories being stability coefficients, equivalence coefficients and internal consistency coefficients. The methods of reliability analysis can be broadly classified into four forms which are alpha reliability coefficient method, retest reliability method, folded half reliability method and replicate reliability method. Cronbach alpha reliability coefficient is a commonly used reliability coefficient measure by scholars from various international parties, this thesis study was conducted through SPSS analysis software, the current data sample was imported and the "Cronbach alpha coefficient" (internal consistency reliability) index for the test of scale stability and consistency, whose formula can be expressed as $\alpha = \frac{k}{k-1} * (1 - \frac{\sum Si^2}{ST^2})$. Where k is the value of the total question items in the scale, Si^2 is the within-question variance of the score on question i , and ST^2 is the variance of the total score on all questions in the scale. This formula shows that the alpha coefficient evaluates the consistency between the scores of the questions in the scale and is a coefficient of internal consistency, which is suitable for reliability analysis of attitude and opinion questionnaires. In the reliability analysis of the scale, the higher the reliability coefficient of the scale, the higher the authenticity and reliability of the sample data, and the higher its authenticity, the more it has reference value. When the alpha coefficient of the scale is above 0.8, the reliability of the questionnaire is good; when the alpha coefficient is between 0.7 and 0.8, the reliability of the questionnaire is acceptable; if the alpha coefficient is less than 0.6, the questionnaire needs to be rewritten or adjusted to meet the reliability requirements (Zhang, 2019).

The results of the reliability analysis of the overall scale and the sub-dimensional scales in this thesis study are shown in Tables 3.1 and 3.2.

Table 3.1 Results of the overall reliability test of the questionnaire

Title item	N	Cronbach α
17	411	0.793

Table 3.1 shows that the overall Cronbach alpha coefficient of the questionnaire is 0.793, which is in the range of 0.7 to 0.8, indicating that the overall reliability of the questionnaire is good.

Table 3.2 Reliability test results for each dimension of the questionnaire

Variables	Title item	N	Cronbach α
Consumer quality perception	A1	411	0.837
	A2		
	A3		
Consumer value perception	B1	411	0.774
	B2		
Consumer expectations	C1	411	0.774
	C2		
	C3		
Consumer satisfaction	D1	411	0.862
	D2		
	D3		

According to Table 3.2, the Cronbach alpha coefficients for each dimension of the questionnaire were 0.837, 0.774, 0.774 and 0.862 for consumer quality perception, consumer value perception, consumer expectation and consumer satisfaction respectively, which indicate that the reliability tests for each variable were above 0.6 and above 0.7. The reliability of each question item in this study is good and the design of the question items is relatively reasonable for the next step of exploratory factor analysis.

3.8.2 Validity analysis of the scale

To further ensure the accuracy of the study, the questionnaire will be tested for validity, which is the degree to which a validity test, specifically a measurement instrument or tool, can accurately measure the thing to be measured. The validity of the questionnaire data was tested using the KMO and Bartlett's Sphericity Test with SPSS statistical analysis software. The KMO range was 0-1, with a KMO value of 0.6 or above indicating acceptable validity and a value closer to 1 indicating suitability for factor analysis, and a Bartlett's sphericity test statistic within the 5% confidence interval indicating suitability for further factor analysis (Chung, Kim, & Abreu, 2004). The results regarding the validity test are shown in Table 3.3.

Table 3.3 Questionnaire validity test results

KMO Sampling suitability number.		0.851
Bartlett Sphericity Test	χ^2	1948.695
	df	55
	Sig.	0.000

The validity of the questionnaire was verified by using the KMO and Bartlett's sphericity tests in SPSS 27.0.1. The results of the analysis showed that the KMO value of the questionnaire was 0.851, the chi-square value of Bartlett's sphericity test was 1948.695, the degree of freedom was 55, the significance was 0.000 and the p-value was less than 0.01 significance level. From the above analysis, it can be concluded that the questionnaire has good validity and is suitable for the next step of empirical analysis. Factors with eigenvalues greater than 1 were extracted from the original data using principal component analysis and the results of the analysis are shown in Table 3.4.

Table 3.4 Explanation of total variance

Ingredients	Total	Initial Eigenvalue		Extraction of sum of squares of loads		
		Percentage variance	Cumulative %	Total	Percentage variance	Cumulative %
1	4.729	42.993	42.993	4.729	42.993	42.993
2	1.380	12.549	55.542	1.380	12.549	55.542
3	1.206	10.963	66.505	1.206	10.963	66.505
4	1.024	9.306	75.811	1.024	9.306	75.811
5	0.507	4.609	80.420			
6	0.455	4.133	84.553			
7	0.386	3.508	88.061			
8	0.371	3.376	91.437			
9	0.342	3.108	94.545			
10	0.310	2.817	97.362			
11	0.290	2.638	100.000			
Sum of squared rotating loads						
Ingredients	Total	Percentage variance	Cumulative %			
1	2.292	20.837	20.837			
2	2.290	20.821	41.658			
3	2.105	19.134	60.792			
4	1.652	15.018	75.811			

The results of the analysis in Table 3.4 show that four factors with eigenvalues greater than one were extracted by principal component analysis, as well as 11 analysis items for exploratory factor analysis. The sample size for this analysis was 411, which is more than 10 times the number of items for this analysis, and the sample size is moderate for further analysis. The results of the tests following factor rotation using the maximum variance method are shown in Table 3.5.

Table 3.5 Rotated component matrix

	Ingredients			
	1	2	3	4
A1. The product or service you purchase in the live banding meets your personality-specific expectations	0.832			
A2. The reliability of the product or service you purchase in the live banding meets your expectations	0.829			
A3. The overall quality of the product or service you purchase on live streaming meets your expectations	0.817			
B1. The quality of the products or services you buy on live streaming is better				0.855
B2. You get a better price for the products or services you buy in the live shop				0.874
C1. Your expectations before shopping that the product or service offered in Live Streaming will meet your specific needs			0.823	
C2. Your expectations of the reliability of the products or services offered in Live Streaming before you shop			0.747	
C3. Your expectation of the overall quality of the product or service offered in the Live Stream before you shop			0.814	
D1. The difference between the quality of the product or service you purchased in the live banding and the quality you expected		0.817		
D2. The difference between the product or service you purchased in the live-streaming with goods and the ideal product		0.840		
D3. Your overall satisfaction with the live-streaming of special agricultural products		0.800		

Extraction method: Principal component analysis.

Rotation method: Kaiser normalised maximum variance method

a. Rotation has converged after 5 iterations.

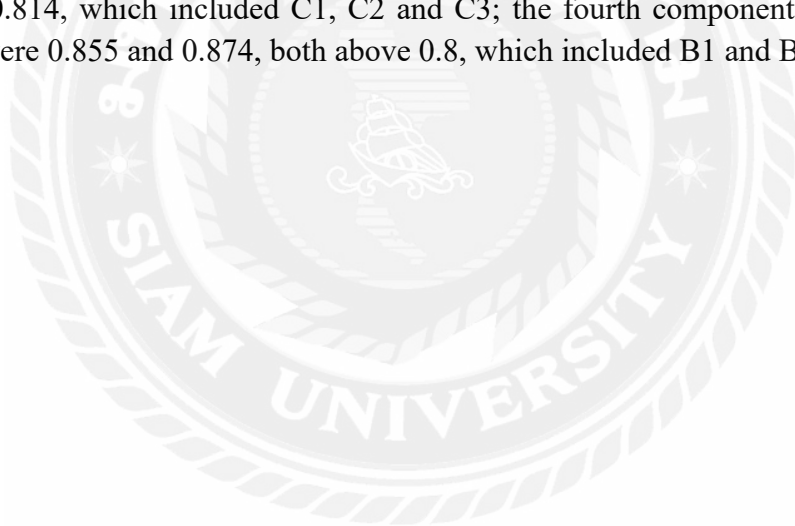
Table 3.6 Component conversion matrix

Ingredients	1	2	3	4
1	.542	.583	.479	.370
2	-.590	.019	.786	-.184
3	-.546	.207	-.233	.778
4	.244	-.786	.313	.474

Extraction method: Principal component analysis.

Rotation method: Kaiser normalised maximum variance method.

According to Table 3.5 and Table 3.6, the first component coefficients identified are 0.832, 0.829 and 0.817, all of which are above 0.8, and they contain items A1, A2 and A3; the second component coefficients identified are 0.817, 0.840 and 0.800, all of which are 0.8 or above, and they contain items D1, C2 and C3; the third component coefficients identified are 0.823, 0.747 and 0.814, and they contain items C1, C2 and C3; the third component coefficients identified are 0.823, 0.747 and 0.814, and they contain items C1, C2 and C3. The third component coefficients identified were 0.823, 0.747 and 0.814, which included C1, C2 and C3; the fourth component coefficients identified were 0.855 and 0.874, both above 0.8, which included B1 and B2.



Chapter 4 Result of the Study

4.1 Introduction

Based on SPSS data analysis software, the 411 valid data collected in this research activity were subjected to descriptive statistical analysis, correlation analysis, regression analysis, etc. Among them, descriptive statistical analysis is on the one hand to analyse and describe the basic distribution of the data of this sample using the methods of frequency, percentage, effective percentage and cumulative percentage. On the other hand, the distribution of the questionnaire was analysed and described using the mean, skewness and kurtosis methods. Finally, the results of the analysis of this sample data are used to test the validity of the research hypotheses proposed in this paper.

4.2 Description of statistical variables

The 411 recovered sample data were analyzed using the relevant procedures of SPSS statistical analysis of data. According to Table 4.1 and Figure 4.1, the results of the statistical analysis showed that the sample data of this study had the majority of females in terms of gender distribution, with a frequency of 254, accounting for 61.8% of the total number, while the frequency of males was 157, accounting for 38.2% of the total number.

Table 4.1 Analysis of variables on gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	157	38.2	38.2	38.2
	Female	254	61.8	61.8	100.0
	Total	411	100.0	100.0	

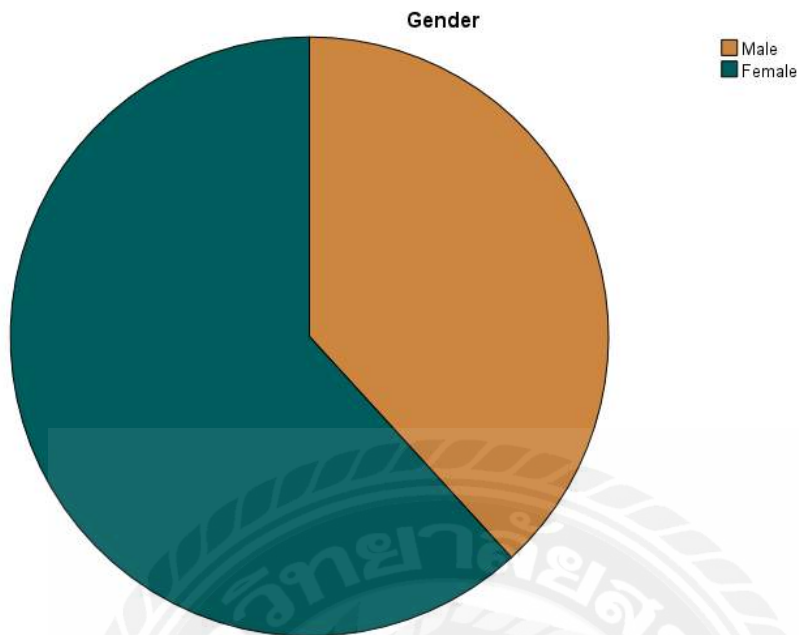


Figure 4.1 Pie chart on the analysis of gender variables

According to Table 4.2 and Figure 4.2, the statistical analysis of the variables on age shows that the frequency of occurrence of 16 persons aged 20 years and younger (3.9% of the total number), 97 persons aged 21-25 years (23.6% of the total number), 167 persons aged 26-30 years (40.6% of the total number), 72 persons aged 31-40 years (17.5% of the total number), and 59 persons aged 40 years and older (14.4% of the total number). 17.5%, and 59 people (14.4% of the total) were over 40 years old.

From this, we can see that the age group of those who bought the special agricultural products through live webcast is mainly in the age group of 26-30, which is probably due to the fact that consumers in this age group are the first to contact the internet and are more adaptable to internet technology, and are willing to try new things. As a result, they are able to understand the products and make their own choice of whether or not to buy them through the explanations of the anchors and the feedback and interaction of other users on the live streaming platform. The number of consumers under the age of 20 is the lowest, considering that most consumers in this age group are in pursuit of relatively new and novel consumer products and are not interested in the consumption of agricultural products with regional characteristics to a certain extent.

Table 4.2 Analysis of variables on age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years and under	16	3.9	3.9	3.9
	21-25 years	97	23.6	23.6	27.5
	26-30 years old	167	40.6	40.6	68.1
	31-40 years	72	17.5	17.5	85.6
	Over 40 years old	59	14.4	14.4	100.0
	Total	411	100.0	100.0	

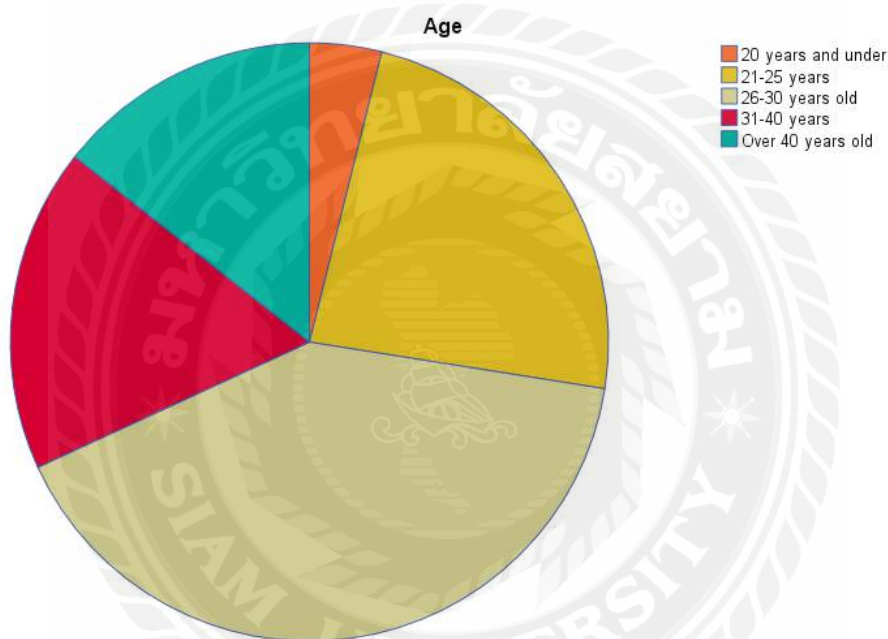


Figure 4.2 Pie chart on the analysis of the age variable

According to Table 4.3 and Figure 4.3, the statistical analysis of the variables on monthly disposable income shows that the frequency of occurrence is 2 persons (0.5% of the total) for RMB 1000 and below, 70 persons (17.0% of the total) for RMB 1001-2000, 91 persons (22.1% of the total) for RMB 2001-3000, 3001-4000, and 118 persons (28.7%) for RMB 4000 and above. The frequency of RMB 1001-2000 was 70, accounting for 17.0% of the total, RMB 2001-3000 was 91, accounting for 22.1% of the total, RMB 3001-4000 was 130, accounting for 31.6% of the total, and RMB 4000 or more was 118, accounting for 28.7% of the total.

It can be seen that the majority of respondents in this questionnaire survey had a monthly disposable income of RMB 3001-4000, followed by those with a monthly disposable income of RMB 4000 or more, RMB 2001-3000 RMB 1001-2000 RMB, and the lowest number of respondents was only 2 with a monthly disposable income of

RMB 1000 or less. Considering that this may be due to the irreplaceable regional and cultural nature of speciality agricultural products compared to other ordinary agricultural products, their prices are high compared to ordinary agricultural products and they are not essential items. As a result, consumers who purchase regional speciality agricultural products all have a medium to high level of monthly disposable income.

Table 4.3 Analysis of variables on monthly disposable income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000 and below	2	0.5	0.5	0.5
	1001-2000 RMB	70	17.0	17.0	17.5
	2001-3000 RMB	91	22.1	22.1	39.7
	3001-4000 RMB	130	31.6	31.6	71.3
	Over \$4000	118	28.7	28.7	100.0
	Total	411	100.0	100.0	

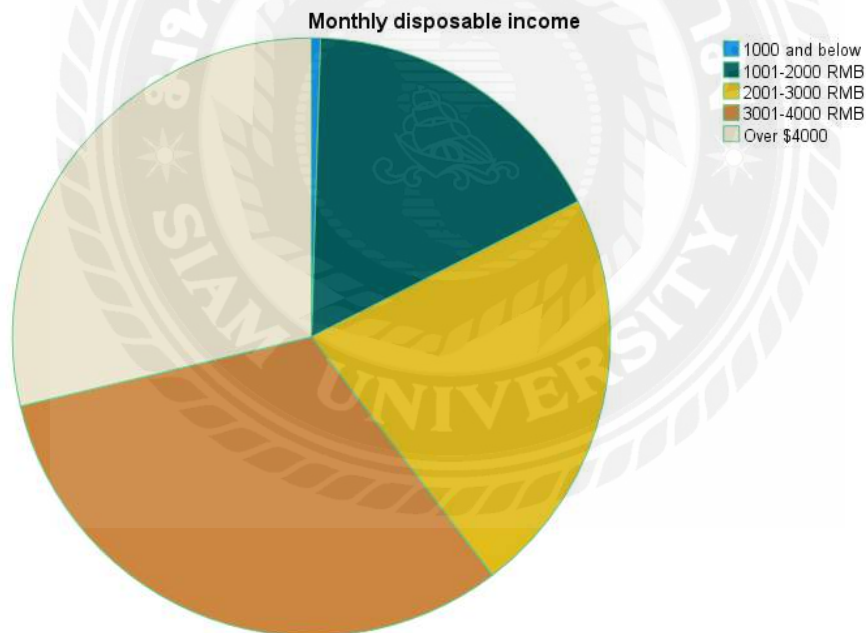


Figure 4.3 Pie chart on analysis of monthly disposable income variables

According to Table 4.4 and Figure 4.4, 411 people, or 100% of the total number of people, watched the live broadcast, and 0 people, or 0% of the total number of people, did not watch the live broadcast. Considering that this research activity is mainly for the consumers who purchase Jiangxi special agricultural products through the live streaming channel, the research object of the sample is selected as the consumers who watch live streaming, and those who do not meet the characteristics of the respondents of this research activity are excluded.

Table 4.4 Analysis of variables for watching live banding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	411	100.0	100.0	100.0
	No	0	0	0	0

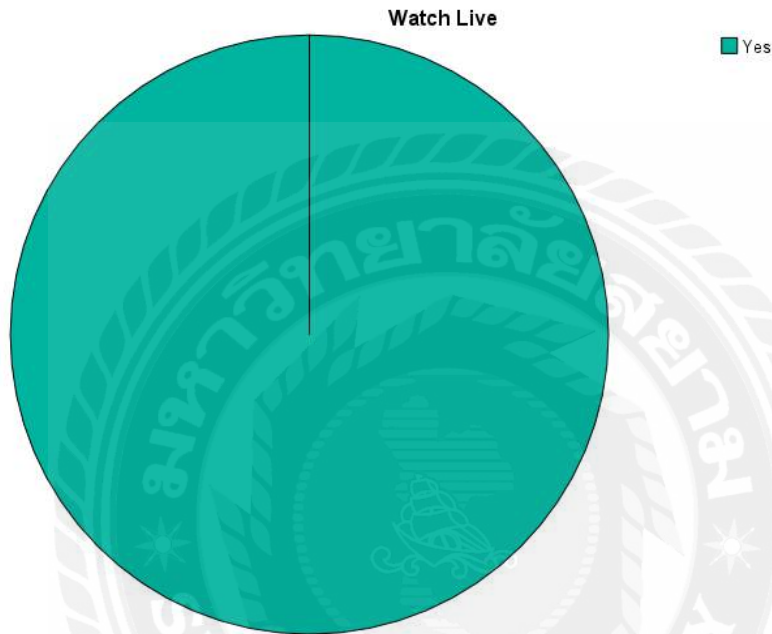


Figure 4.4 Pie chart on the analysis of the variables brought about by watching live

According to Table 4.5 and Figure 4.5, the number of respondents who are willing to buy "often" is 72, accounting for 17.5% of the total number of respondents; the number of respondents who are willing to buy "sometimes" is 122, accounting for 29.7% of the total number of respondents; the number of respondents who are willing to buy "sometimes" is 193, accounting for 47.0% of the total number of respondents; and the number of respondents who are willing to buy "never" is 193. "The number of respondents who were willing to buy "sometimes" was 122, accounting for 29.7% of the total number of respondents, and the number of respondents who were willing to buy "occasionally" was 193, accounting for 47.0% of the total number of respondents. The number of people who "never" showed willingness to buy was 24, accounting for 5.8% of the total number of people. From the analysis results, it can be seen that when watching the live broadcast of agricultural products, according to personal needs or vivid explanation of the anchor, consumers will have the willingness to buy agricultural products "occasionally", while the number of people who never have the willingness to buy is very small.

Table 4.5 Analysis of purchase intention variables for watching live streams with goods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	72	17.5	17.5	17.5
	Sometimes	122	29.7	29.7	47.2
	Occasionally	193	47.0	47.0	94.2
	Never before	24	5.8	5.8	100.0
	Total	411	100.0	100.0	

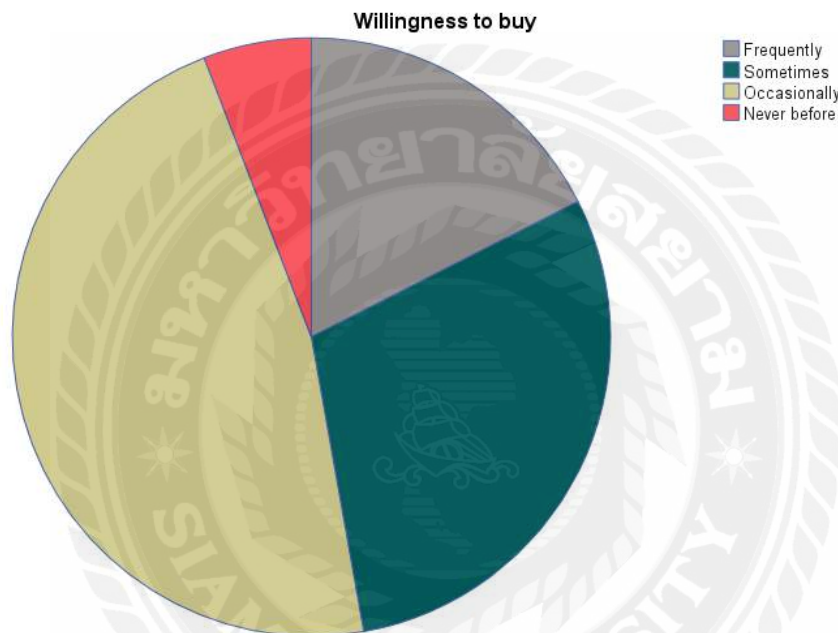


Figure 4.5 Pie chart for analysis of variables of willingness to buy by watching a live stream with goods

The results of the skewness and kurtosis analysis for each factor and question item in Table 4.6 of the questionnaire show that the absolute values of the skewness and kurtosis of the data in this sample are less than 3. This test indicates that the variables approximately obey the requirements of the normal distribution characteristics and are suitable for the next step of factor analysis.

Table 4.6 Descriptive analysis of questionnaire variables

Factor question items	Average value	Skewness	Kurtosis
Consumer perceived quality			
A1	4.17	-1.375	1.416
A2	4.02	-1.190	0.816
A3	3.85	-0.993	0.258
Consumer perceived value			
B1	3.45	-0.575	-0.417
B2	3.44	-0.492	-0.642
Consumer expectations			
C1	4.09	-1.136	0.922
C2	3.91	-0.927	0.319
C3	3.72	-0.738	-0.025
Consumer satisfaction			
D1	3.77	-0.783	-0.310
D2	3.64	-0.728	-0.328
D3	3.50	-0.602	-0.565

4.3 Results of the Study

4.3.1 Correlation analysis

Correlation analysis refers to the analysis of observations of research variables to determine whether they are interdependent or how closely they are interdependent, i.e. correlation analysis is a common way of processing data to determine whether research variables are correlated. The Pearson correlation coefficient, which is widely used and well established by international scholars, is usually used as a measure of correlation between research variables. The Pearson coefficient ranges from -1 to 1. If the absolute value of the Pearson correlation coefficient is close to 1, the stronger the correlation between the study variables; if the absolute value of the Pearson correlation coefficient is close to 0, the weaker the correlation between the variables. When the Pearson correlation coefficient is positive, the variables are positively correlated; when the Pearson correlation coefficient is negative, the variables are negatively correlated (Fatimah, Joshua, & Putu, 2020). The results of the analysis on the correlation coefficients between the variables studied are shown in Table 4.7.

Table 4.7 Correlation analysis

		Consumer quality perception	Consumer value perception	Consumer expectations	Consumer satisfaction
Consumer quality perception	Pearson Correlation	1	0.356**	0.367**	0.503**
	Sig.		0.000	0.000	0.000
	N	411	411	411	411
Consumer value perception	Pearson Correlation	0.356**	1	0.301**	0.426**
	Sig.	0.000		0.000	0.000
	N	411	411	411	411
Consumer expectations	Pearson Correlation	0.367**	0.301**	1	0.471**
	Sig.	0.000	0.000		0.000
	N	411	411	411	411
Consumer satisfaction	Pearson Correlation	0.503**	0.426**	0.471**	1
	Sig.	0.000	0.000	0.000	
	N	411	411	411	411

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the correlation test between the variables in Table 4.7, it is clear that.

(1) The correlation coefficient between consumer quality perceptions and consumer value perceptions under the live band marketing model for special agricultural products was 0.356, with a p-value of 0.000 less than the 0.01 significance level. This shows that there is a significant positive correlation between consumer quality perception and consumer value perception.

(2) The correlation coefficient between consumer quality perception and consumer expectation is 0.367, with a p-value of 0.000 less than the 0.01 level of significance. This indicates that there is a significant positive correlation between consumer quality perceptions and consumer expectations.

(3) The correlation coefficient between consumer perception of quality and consumer satisfaction was 0.503, with a p-value of 0.000 less than the 0.01 level of significance. This indicates that there is a significant positive correlation between consumer perceptions of quality and consumer satisfaction.

(4) The correlation coefficient between consumer value perception and consumer expectation is 0.301, with a p-value of 0.000 less than the 0.01 level of significance. This indicates that there is a significant positive correlation between consumer value perception and consumer expectation.

(5) The correlation coefficient between consumer value perception and consumer satisfaction is 0.426, with a p-value of 0.000 or less than 0.01. This indicates that there is a significant positive correlation between consumer value perception and consumer satisfaction.

(6) The correlation coefficient between consumer expectations and consumer satisfaction is 0.471, with a p-value of 0.000 less than the 0.01 significance level. This indicates that there is a significant positive correlation between consumer expectation and consumer satisfaction.

4.3.2 Regression analysis

Regression analysis refers to the process of statistical analysis of the data to more clearly describe the closeness of the relationship between the various research variables. Regression analysis is based on correlation analysis and the Pearson coefficients of the variables in the correlation analysis show that there is a significant positive correlation between consumer satisfaction and consumer quality perception, consumer value perception and consumer expectation variables based on the (American Consumer Satisfaction Model) live band marketing model, but in order to further confirm the magnitude and closeness of the quantitative relationship between the variables in the study, regression analysis is required. However, in order to further confirm the magnitude and closeness of the quantitative relationships between the variables, regression analyses were conducted to verify the extent of their intrinsic effects (Hong, 2021).

Before regression analysis is conducted on the variables in this study, it is important to ascertain whether there is multicollinearity, serial correlation, heteroskedasticity and whether the variables are approximately positively distributed. Therefore, this paper performs a correlation test before regression analysis on the sample data, which includes a multicollinearity test (tolerance, VIF), a diagnosis of error term (DW) and a variance normality test. The results of the correlation tests before regression analysis are shown in Table 4.8.

(1) Multicollinearity test. The absence of multicollinearity between the independent variables in the study sample is an important prerequisite for linear regression. Normally, a Pearson correlation coefficient of 0.7 or above is considered to be highly correlated, and according to the results of the correlation analysis between the

independent variables in Table 4.7, the correlation coefficients between the independent variables are all around 0.3. Thus, the existence of serious multicollinearity between the respective variables can be basically excluded. At the same time, the magnitude of tolerance and the magnitude of variance inflation factor (VIF) were also used to further confirm the severity of multicollinearity among the variables in the study data. The value of tolerance is in the range of 0 to 1, which means that the closer the value of tolerance is to 0, the more likely it is that there is multicollinearity between the independent variables. The Variance Inflation Factor (VIF) is the inverse of the tolerance, and usually a VIF greater than 10 is an indication of severe multicollinearity between the independent variables.

In this linear regression analysis of the data, the values of both the tolerance and the variance inflation factor were analysed for this sample of data. The results showed that the tolerances of the independent variables were far from zero and the VIF was much less than 10, so it was concluded that there was no serious multicollinearity between the independent variables.

(2) Diagnostic test of the error term. Error term diagnosis is specifically a way of using the residual terms after regression analysis that may be correlated to make an analytical judgement. In general, the measure of error term diagnosis uses the DW (Durbin-Watson) statistic to determine whether there is serial correlation between variables. The range of values for this measure is usually between 0 and 4. When the value of the DW statistic fluctuates around 2, there is no serial correlation between the variables. In the regression analysis carried out on the basis of this sample data, the DW value was basically fluctuating around 2, so the possibility of serial correlation could be further excluded.

(3) Positive variance test. After testing for multicollinearity and diagnosing the error term, the variance normality of the study data will be tested using histograms and scatter plots. The histograms are mainly used to analyse the residuals in the model. The graphs show that the histograms and scatter plots are evenly distributed in the area around the trend line, which indicates that the model is less likely to have heteroscedasticity and that the data are generally characterised by an approximately normal distribution.

Table 4.8 Multicollinearity test results (N=411)

Variables	Covariance statistics	
	Tolerance	VIF
Gender	0.955	1.047
Age	0.958	1.044
Monthly disposable income	0.971	1.029
Willingness to buy	0.957	1.045
Consumer quality perception	0.785	1.274
Consumer value perception	0.835	1.197
Consumer expectations	0.819	1.221

Data source (collated from SPSS analysis)

According to the results of the regression analysis of consumer quality perception and consumer satisfaction in Table 4.9, a linear regression analysis was conducted with consumer quality perception as the independent variable, consumer satisfaction as the dependent variable, and respondents' gender, age, monthly disposable income and purchase intention as control variables. The R^2 value of the model is 0.304, which indicates that consumer quality perception can explain 30.4% of the variation in consumer satisfaction. the F-test value is 35.390, and the p-value is 0.000 less than the 0.01 significance level, which indicates that the model passes the F-test and is statistically significant.

The t-values for each research variable were 1.725, -2.521, 1.691, 3.410 and 11.657 respectively, and their corresponding P-values were 0.085, 0.012, 0.092, 0.001 and 0.000 respectively; the Beta value for consumer quality perception was 0.489, which shows that the live band marketing model has the research hypothesis H1 was verified.

Table 4.9 Regression analysis of consumer perceptions of quality and consumer satisfaction

model	Beta	F	t	Sig.	R ²	Adjusted R Square
(Constant)		35.390**	2.473	0.014*	0.304	0.295
Gender	0.073		1.725	0.085		
Age	-0.106		-2.521	0.012*		
Monthly disposable income	0.071		1.691	0.092		
Willingness to buy	0.144		3.410	0.001**		
Consumer quality perception	0.489		11.657	0.000**		
DW: 2.023						
Dependent Variable: Consumer satisfaction						

Based on the histogram and scatterplot of the residual terms from the regression analysis of consumer quality perception and consumer satisfaction in Figure 4.6 and Figure 4.7, it can be seen that the model is approximately normally distributed and the absolute value of the scatterplot is between 3. This indicates that the model is well constructed and statistically significant.

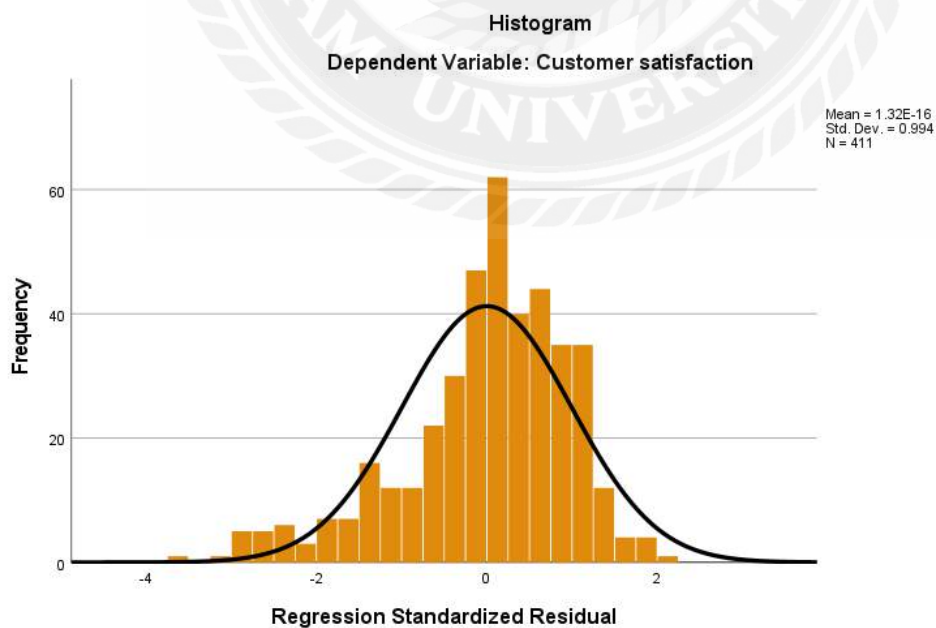


Figure 4-6 Histogram of consumer quality perceptions and consumer satisfaction residuals

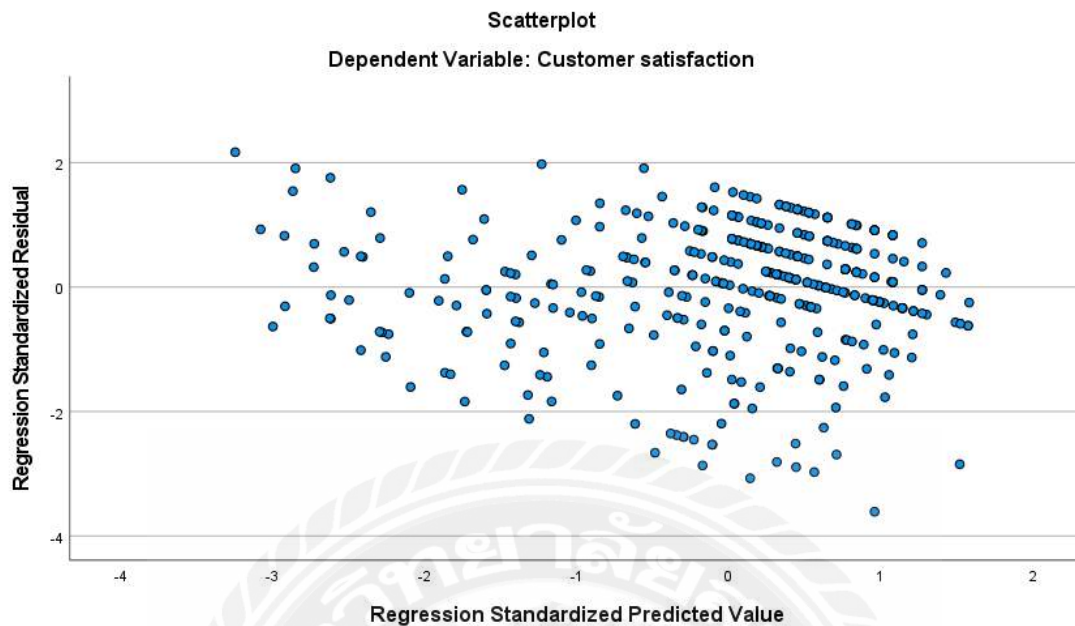


Figure 4-7 Scatterplot of consumer perceived quality and consumer satisfaction residuals

According to the results of the regression analysis of consumer value perception and consumer satisfaction in Table 4.10, a linear regression analysis was conducted with consumer value perception as the independent variable, consumer satisfaction as the dependent variable and respondents' gender, age, monthly disposable income and purchase intention as control variables. The R^2 value of the model was 0.233, indicating that consumer perception of value explained 22.3% of the variation in consumer satisfaction, and the F-test value was 24.585, with a p-value of 0.000 less than the 0.01 significance level, indicating that the model passed the F-test and was statistically significant.

The t-values for each research variable were 1.525, -3.630, 1.540, 2.288 and 9.256 respectively, and their corresponding P-values were 0.128, 0.000, 0.124, 0.023 and 0.000 respectively; the Beta value for consumer value perception was 0.405, which shows that under the live band marketing model, consumer value perception on consumer satisfaction The research hypothesis H2 was verified.

Table 4.10 Regression analysis of consumer value perceptions and consumer satisfaction

model	Beta	F	t	Sig.	R ²	Adjusted R Square	
(Constant)		24.585*	6.294	0.000**	0.233	0.223	
Gender	0.068	*	1.525	0.128			
Age	-0.159		-3.630	0.000**			
Monthly disposable income	0.068		1.540	0.124			
Willingness to buy	0.101		2.288	0.023*			
Consumer value perception	0.405		9.256	0.000**			
DW: 2.027							
Dependent Variable: Consumer satisfaction							

Based on the histogram and scatterplot of the residual terms from the regression analysis of consumer value perception and consumer satisfaction in Figure 4.8 and Figure 4.9, it can be seen that the model is approximately normally distributed and the absolute value of the scatterplot is between 3. This indicates that the model is well constructed and statistically significant.

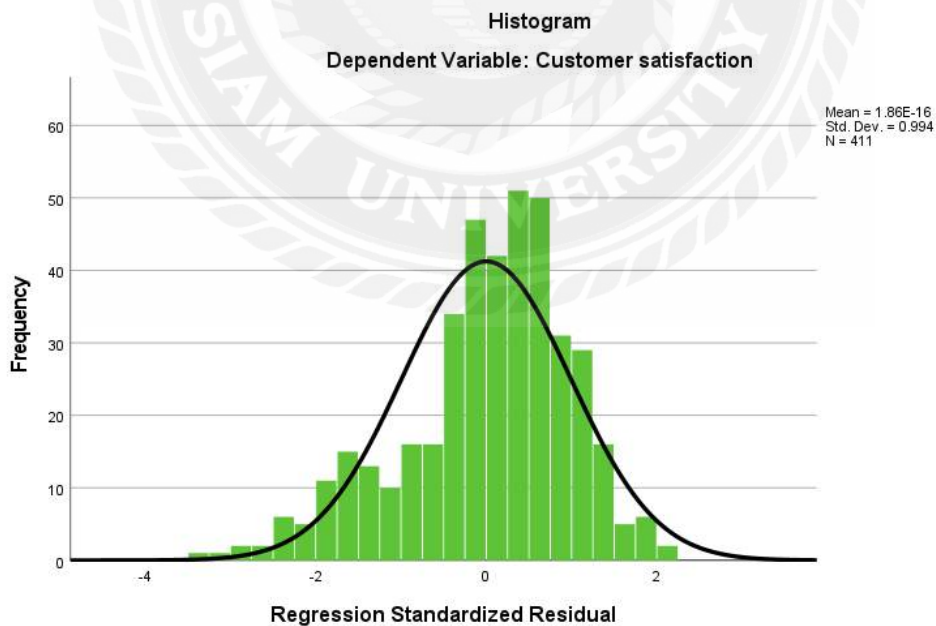


Figure 4.8 Histogram of consumer value perceptions and consumer satisfaction residuals

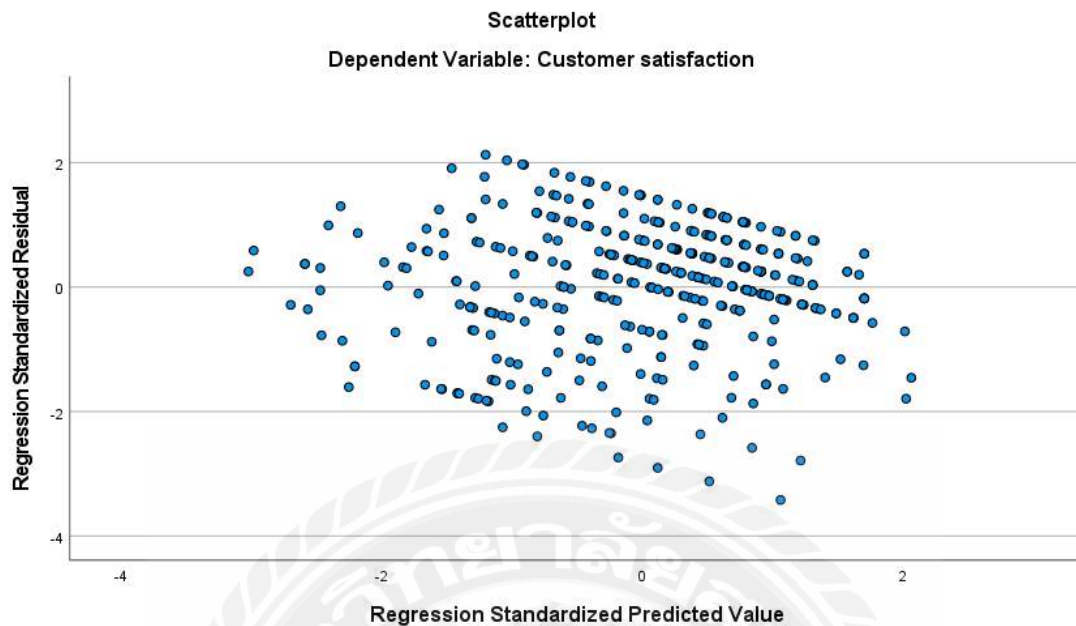


Figure 4-9 Scatterplot of consumer perceived quality and consumer satisfaction residuals

According to the results of the regression analysis of consumer expectations and consumer satisfaction in Table 4.11, a linear regression analysis was conducted with consumer expectations as the independent variable, consumer satisfaction as the dependent variable and respondents' gender, age, monthly disposable income and purchase intention as control variables. The R^2 value of the model was 0.260, which indicates that consumer expectations explain 26% of the variation in consumer satisfaction, and the F-test value was 28.476, with a p-value of 0.000 less than the 0.01 significance level, indicating that the model passed the F-test and was statistically significant.

The t-values of each research variable were 1.743, -2.786, 1.184, 2.277 and 10.186, and their corresponding p-values were 0.082, 0.006, 0.237, 0.023 and 0.000, respectively; the Beta value of consumer expectation was 0.441, thus it can be seen that the live band marketing model has a significant positive effect on consumer satisfaction, and research hypothesis H3 was verified.

Table 4.11 Regression analysis of consumer expectations and consumer satisfaction

model	Beta	F	t	Sig.	R^2	Adjusted R Square	VIF
(Constant)		28.476**	3.510	0.000**	0.260	0.251	
Gender	0.076		1.743	0.082			1.046
Age	-0.121		-2.786	0.006**			1.032

Monthly disposable income	0.051		1.184	0.237		1.029
Willingness to buy	0.099		2.277	0.023*		1.037
Consumer expectations	0.441		10.186	0.000**		1.027
DW: 2.056						
Dependent Variable: Consumer satisfaction						

Based on the histogram and scatterplot of the residual terms from the regression analysis of consumer expectations and consumer satisfaction in Figure 4.10 and Figure 4.11, it can be seen that the model is approximately normally distributed and the absolute value of the scatterplot is between 3. This indicates that the model is well constructed and statistically significant.

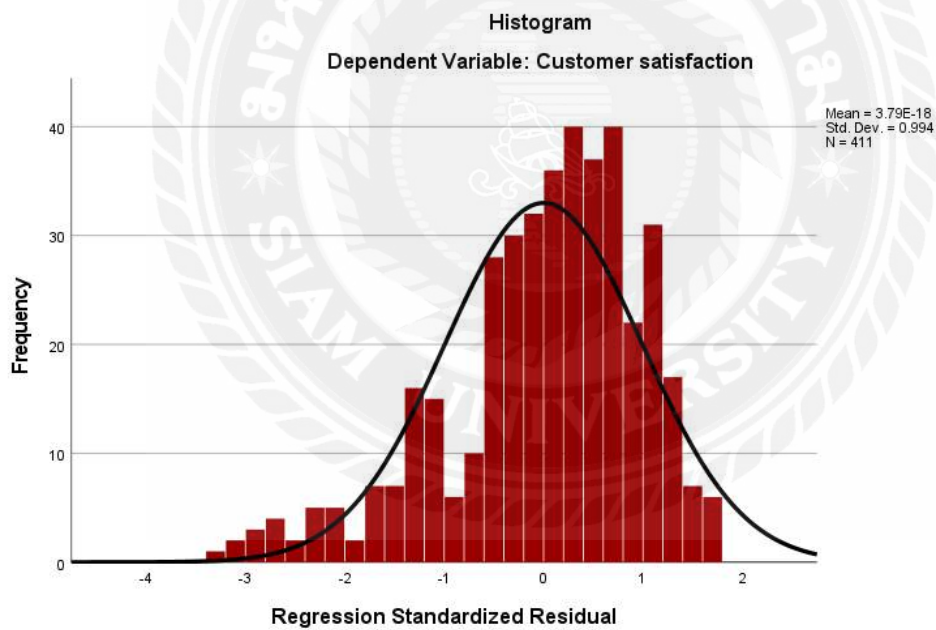


Figure 4-10 Histogram of consumer expectations and consumer satisfaction residuals

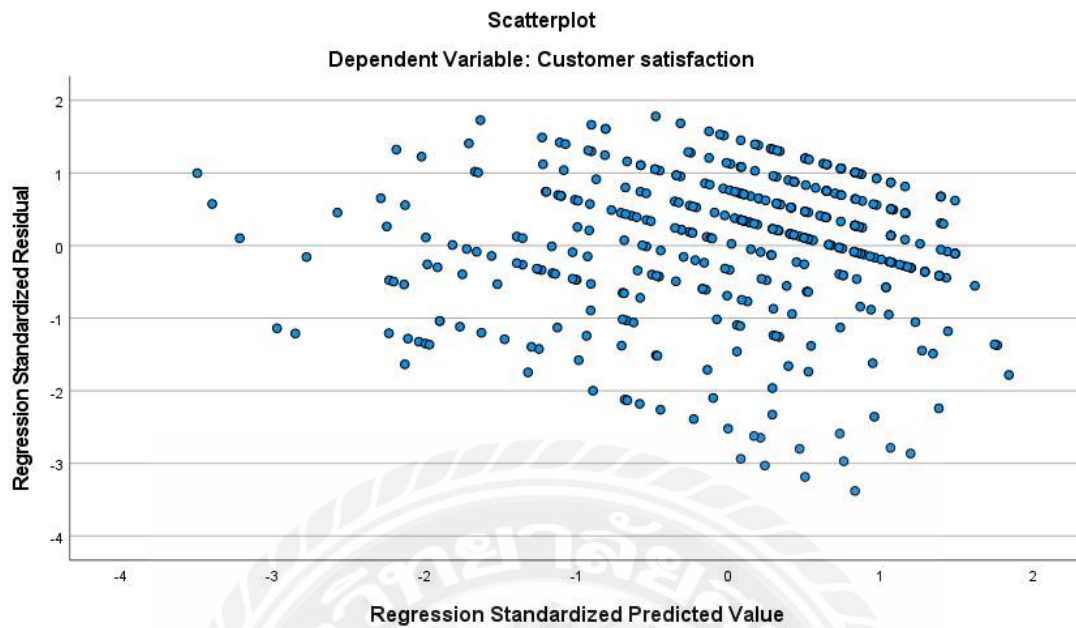


Figure 4-11 Scatterplot of consumer expectations and consumer satisfaction residuals

According to the analysis results of the above research data, it was found that among the three path analysis tests directly related to consumer satisfaction variables, consumer perceived quality, consumer perceived value and consumer expectation all had significant positive effects on consumer satisfaction. It was also found that consumer perceived quality had the greatest influence on consumer satisfaction and consumer perceived value had the least influence under the live-streaming with special agricultural products model.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study investigates the factors influencing consumer satisfaction with the live-streaming marketing model for special agricultural products in Jiangxi Province, China by conducting ANOVA, exploratory factor analysis, correlation analysis and regression analysis on 411 valid sample data obtained from the research activities, and the three paths directly related to consumer satisfaction in the American Consumer Satisfaction Model (ACSI). A theoretical model was constructed to formulate the research hypothesis of this paper. The results of the empirical analysis show that the analysis of the three paths directly related to consumer satisfaction in the American consumer satisfaction model (ACSI) shows that the influence of consumer quality perception on consumer satisfaction has a significant positive correlation; the influence of consumer value perception on consumer satisfaction has a significant positive correlation. This conclusion further shows that the most influential factor on consumer satisfaction in the live-streaming marketing model of local agricultural products in Jiangxi Province is the consumer's perception of quality, followed by the comparison between the consumer's pre-purchase and post-purchase experiences, i.e. consumer expectations, and finally the consumer's perception of quality. This is followed by a comparison between consumers' pre-purchase and post-purchase experiences, i.e. consumers' expectations, and finally, consumers' perception of value has the weakest impact on consumer satisfaction.

In this study, demographic variables were included as control variables in the regression models. The empirical analysis revealed that there was no significant difference between the genders of the respondents in the regression models of consumer perception of quality, consumer perception of value and consumer expectation on consumer satisfaction. There is no significant difference in the regression model of consumer expectation on consumer satisfaction between the different age groups of the respondents; there is no significant difference in the regression model of consumer expectation on consumer satisfaction between the different age groups of the respondents. The findings of the research hypotheses were validated as shown in Table 5.1.

Table 5.1 Validation of research hypothesis findings

Research hypothesis	Projects	Predicted impact relationships	Projects	Standardised regression coefficients	Conclusion
H1	Consumer quality perception	Positive	Consumer Satisfaction	0.489**	Established
H2	Consumer value perception	Positive	Consumer Satisfaction	0.405**	Established
H3	Consumer expectations	Positive	Consumer Satisfaction	0.441**	Established

Data source: SPSS analysis and collation

5.2 Discussion

A systematic analysis of the formation and development of the live-streaming marketing model reveals that the core of the so-called live-streaming marketing is based on "people", transforming the acquired traffic resources into consumption sources through the characteristics of fast digital communication and wide radiation range. At present, the main realisation method of MCN platforms in China is mainly marketing-centred, with netizens or opinion leaders with a high social profile carrying out precise marketing and generating corresponding revenue. From the public's perspective, the lively and humorous presentations of the anchors bring a new experience to consumers in the midst of their boring and hectic daily lives, and allow them to learn more about the content in their spare time. In addition, the rise of the live-streaming marketing model has also stimulated the development of e-commerce for agricultural products in rural areas to a certain extent, expanding the channels for dumping and selling agricultural products. Farmers can sell their agricultural products at any time with the help of e-commerce platforms or self media, which not only helps open the doors to new channels for agricultural products, but also benefits the promotion of special agricultural products, allowing regional special agricultural products to go out and play a positive role in promoting the popularity of special agricultural products.

In this study, the factors influencing the satisfaction of consumers of special agricultural products in Jiangxi Province, China and the current situation of the live-streaming marketing model are systematically analysed and collated, and consumers who buy special agricultural products in Jiangxi Province through the live-streaming platform are selected as the research subjects. The data analysis and research results provide a reference case for the marketing model of live-streaming of special

agricultural products in Jiangxi Province. However, the research is limited to the early stage of the development of the live-streaming marketing model of special agricultural products, and there are still many gaps in the combination of theoretical research and practice, so there are certain shortcomings in the reference literature, data collection and statistical analysis.

5.3 Recommendation

Based on the findings of this paper, and in order to comprehensively and effectively improve consumers' shopping satisfaction and viewing satisfaction in the live-streaming with goods marketing model, this subsection will make recommendations on three levels: product quality, product value (tangible and intangible value) and the live-streaming environment.

(1) A strong focus on product quality. According to the needs of consumers in purchasing products and the purchasing process, it is known that consumers pay attention to the actual materials, functional nature and practical value of the products. Therefore, when selecting agricultural products with regional characteristics, the live-streaming team should focus on the quality of the products and strictly examine whether the materials used, the production process, the production environment and other safety features meet the standard norms, and do their best to avoid false propaganda. Providing consumers with healthy, ecological and environmentally friendly agricultural products with regional characteristics is the basis and purpose of the live broadcast. While ensuring the quality of the products, the team should also ensure that they provide consumers with high quality products at a good price on the premise that the radiation range of the group purchase is wide, thus improving the cost-performance advantage of the agricultural products in the region. It will also increase the close relationship between the live team and the consumer, and a good shopping experience will help to increase consumer loyalty to the product.

(2) Strengthen the supervision of live-streaming with goods platforms. With the prevalence of live-streaming with goods marketing mode in recent years, live-streaming with goods has the characteristics of fast dissemination, low operating costs and fast realisation, attracting more and more enterprises or individuals in the market under the name of helping the poor and helping the countryside to set off a boom in live-streaming with goods, which also makes the live-streaming with goods market present a mixed phenomenon, which is mainly manifested in the varying levels of quality of the anchors in each live-streaming room, after-sales service Problems such as the imperfect establishment of the after-sales service system and the varying quality of the products sold are frequent, resulting in damage to the interests of consumers and affecting the reputation of other products in the region. Therefore, the formulation of a reasonable

standardisation system is an inevitable condition for the long-term development of the live-broadcast marketing model of regional special agricultural products. It is possible to make appropriate reference to and learn from the developed countries' standards for classifying agricultural products into grades. Strict grade screening and classification can be carried out according to planting time, quality, size and maturity, etc., and according to the grade standards, they can be accurately put into various segments or markets to meet the needs of different consumers. Secondly, consumer satisfaction can also be further improved and enhanced through live efficiency, after-sales service and logistics, thus enhancing consumer loyalty. Finally, the relevant government departments should also increase supervision and punishment, to seriously deal with and investigate various disciplinary violations in the process of live-streaming with goods, and urge platforms to strengthen the audit and management of live-streaming with goods content.

(3) Establish a good anchor image. Agricultural products live with the process, the anchor as a public figure or opinion leader in terms of should establish a good image and reputation, establish a correct outlook on life, values and world view, to be truthful, honest and friendly, do not violate the law and discipline, do not transmit or spread improper speech or negative energy to the public. As far as their own circumstances allow, they should actively help charitable causes, convey positive energy and build up their personal good brand reputation. Secondly, in the process of live broadcast as far as possible to output high-quality professional knowledge of the explanation, smooth and complete and true to introduce the performance, advantages and use of the product, for consumers in the pop-up or public screen communication and interaction should maintain a patient attitude to explain and communicate.

(4) Gradually strengthen the threshold of entry for anchors. At present, the threshold of entry for live-streaming anchors is low, which has led to a number of low-quality live-streaming anchors bringing consumers economic losses and a poor sense of shopping experience and other bad effects. In order to fundamentally improve the professionalism of the lead anchors, the scope of the professional qualification examination could be further standardised. In addition to the training of anchors' professionalism, they should also be trained in areas such as professional ethics or general legal knowledge.

5.4 Further Study

This paper explores and analyses the live-streaming marketing model of China's special agricultural products in Jiangxi Province based on the perspective of consumer satisfaction, and subsequent scholars can explore such issues based on other research perspectives and try to investigate the impact of new research variables on the live-

streaming marketing model. Secondly, due to the timing of this research activity, subsequent scholars can further expand the sample size and the scope of the study in order to ensure the generality and applicability of the findings.



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Appendix A Questionnaire

Ladies and Gentlemen:

The main purpose of this research activity is to study the impact of the live-streaming marketing model of special agricultural products on consumer satisfaction in the context of the big data era. First of all, thank you very much for taking part in this research activity. In order to help the further development and growth of the live-streaming marketing model of Jiangxi's special agricultural products, we hope to further understand your needs through the questionnaire and provide you with better services. At the same time, we hope that you will fill in the questionnaire with objective and realistic feelings, as your comments and answers will play a very important role in the development of live streaming of special agricultural products. Thank you again for your active participation and cooperation! I wish you a happy life!

Part I: Basic information

1. Your gender. [Single choice] *

- A Male
- B Female

2. Your age: [Multiple choice] *

- A 20years old and below
- B 21-25 years old
- C 26-30 years old
- D 31-40 years old
- E 40 years old and above

3. your monthly disposable income [multiple choice] *

- A. \$1,000 and below
- B. RMB 1001-2000
- C. 2001-3000RMB
- D. RMB 3001-4000
- E. Above \$4,000

4. have you ever watched a live band on one of the above platforms [multiple choice] *

- A Yes
- B No

5. Have you ever been willing to buy products and services presented by the anchor while watching a live broadcast, or have you made selective purchases based on your own needs? Selective purchase [Multiple choice] *

- A. Often
- B. Sometimes
- C. Occasionally
- D. Never



Part II: Perceived quality of live band shopping consumers of special agricultural products in Jiangxi Province, China [matrix single-choice question]

Table A-1 Consumer Quality Perception Scale

	1	2	3	4	5
A1. The products or services you purchase in the live stream meet your personal specific needs expectations					
A2. He reliability of the product or service you purchased in the live banding meets your expectations					
A3. The overall quality of the product or service you purchased in the live banding is in line with your expectations					

Part III: The perceived value of live band shopping for consumers of special agricultural products in Jiangxi Province, China [Matrix Single Choice] *

Table A-2 Consumer Value Perception Scale

	1	2	3	4	5
B1. The quality of the products or services you buy in live banding is better					
B2. Better prices for the products or services you buy in live banding					

Part IV: Live-streamed take-home shopping consumer expectations for special agricultural products in Jiangxi Province, China [matrix single-choice] *

Table A-3 Consumer Expectations Scale

	1	2	3	4	5
C1. Your expectation that the products or services offered in the live streaming will meet your specific needs before you shop					
C2. Your expectation of the reliability of the product or service offered in the Live Stream before you shop					
C3. Your expectations of the overall quality of the products or services offered in the Live Stream before you shop					

Part V: Consumer Satisfaction with Live Strip Shopping for Special Agricultural Products in Jiangxi Province, China [Matrix Single Choice] *

Table A-4 Consumer Satisfaction Scale

		1	2	3	4	5
D1. The difference between the quality of the product or service you purchased in the live show and the expected quality						
D2. The difference between the products or services you bought in the live broadcast and the ideal products						
D3. Your overall satisfaction with the live streaming of Hainan's special agricultural products						

