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Research on the Influence of Internet Top Anchors E-Commerce on Consumer Purchase Satisfaction in Guizhou

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Abstract: The current study focused on a novel and recently widespread Internet phenomenon—top anchor live streaming. As one of the main advantages of online influencer lives-marketing, the timely interaction of influencers played an essential role in consumers' purchase satisfaction. This research took the consumers who were satisfied with the goods brought by the top e-commerce anchors as the research object, adopted the quantitative research method, and based on the theory of perceived value, the theory of experience value, and the theoretical model of perceived usefulness. Perceived quality theory, perceptual interaction theory, and social presence theory explored the impact mechanism of top-tier anchor e-commerce delivery on consumer satisfaction and users.
Keywords: Internet Top Anchor; E-Commerce; Consumer Purchase Satisfaction

1. Introduction

The Internet was born in the late 1960s and swept the world after the 1990s. In 1994, China officially connected to the Internet. In recent years, the number of Internet users in China has increased dramatically. The Internet has the function of rapidly disseminating information and is known as the "fourth medium." Network media integrates text, images, and sound and can simulate three-dimensional dynamic effects with intense expressiveness and appeal. The Internet makes people's life faster and more convenient. As of December 2021, the number of netizens in China has reached 1.031 billion. The Internet penetration rate is 73.0%, of which 1.029 billion are mobile Internet users, and the proportion of Internet users using mobile phones to access the Internet is 99.7%. Tencent CEO Ma Huateng said: "The mobile Internet has become an electronic organ of the human body.".

2. Theoretical Basis

2.1 Theoretical Significance and Value

In terms of theoretical significance. By constructing a theoretical model, the formation process of consumer satisfaction and its influencing factors are systematically studied in top-stream anchor e-commerce bringing goods. By summarizing the existing literature and combining it with the characteristics of my country's top anchor e-commerce products, this study deeply analyzes and outlines the influencing factors of top anchor e-commerce products on consumer satisfaction and constructs consumer satisfaction. The sample data was obtained in the form of an online questionnaire, and the sample data were descriptively analyzed to verify the influencing factors of consumer satisfaction. The empirical results were summarized, and countermeasures were put forward, which provided new insights for other scholars to conduct related research in this field. The research ideas have a specific theoretical significance—studying personal consumer characteristics in consumer buying behavior.

2.2 Practical meaning and value

With the popularity of the Internet, the rapid development of e-commerce to bring goods also faces a series of challenges for consumers. This research first integrates the research results of domestic and foreign consumer satisfaction research theories and proposes this framework in combination with the regional characteristics of Guizhou Province, and then conducts an empirical study on consumer satisfaction and its influencing factors of top-class anchor e-commerce products with concluding and providing recommendations for countermeasures. Bringing goods for the top streamer e-commerce to understand the current industry development status and market satisfaction level, master the present factors affecting the top streamer's e-commerce delivery, concentrate superior forces, rationally allocate resources to improve customer relations, and then improve Consumer satisfaction.

3. Understanding the Influencing Factors of Internet Top Anchors' E-Commerce on Consumer Purchase Satisfaction in Guizhou

3.1 Consumer satisfaction theory

Cardozo (1965) [1] pioneered empirical research methods to analyze consumer satisfaction. He pointed out that consumer satisfaction is mainly affected by two factors: first, consumers' expectations for products or services and consumers' desire to obtain products or services.

3.2 Model of consumer satisfaction

3.2.1 American Customer Satisfaction Index (ACSI)

Liu: et al. (2016) [2] used the framework of "expectation inconsistency theory" and "service quality theory" in the empirical research on the influencing factors of consumer satisfaction with online purchase of fresh agricultural products. It was a brand-new framework, and it was verified in the study that perceived value would positively affect consumer satisfaction with new agricultural products. This research adopted the consumer satisfaction model and selected the "perceived value" dimension for analysis. It reflects

the satisfaction of consumers with goods brought by the top e-commerce anchors of consumers.

3.2.2 Perceived value model

Deng: et al. (2021) [3] used various theoretical frameworks such as the "Expectation Confirmation Model," "Task Technology Matching Theory," "Immersion Theory," and "Value Acceptance Model" in the empirical research on the influencing factors of mobile shopping users' continual use intention. By integrating these theories and models, a new framework is obtained. And in the research, it is verified that perceived risk positively affects the perceived quality of mobile shopping users. This study selected a dimension of the perceived threat from this framework to study perceived value.

3.2.3 Social presence model

Yu: et al. (2017) [4] used a variety of theoretical frameworks such as the "expectation confirmation model," "perceived entertainment theory," "social presence theory," and other theoretical frameworks in the research on the influencing factors of users' continuous use intention of the online live broadcast platform. Integrate and get a new framework.

4. The Conceptual Framework for the Research Study

First From the discussion of consumer satisfaction by scholars in the past, it can be shown that consumer satisfaction is an individual experience perception produced by the joint influence of many subjective and objective factors.

Second Kotler (2012) [5] believed that satisfaction refers to the feeling of pleasure or disappointment obtained by consumers by comparing the perception of product performance with their expected results. The satisfaction of online shopping is directly affected by the quality of online shopping service, which affects whether consumers continue to buy on this website again.

5. The Countermeasures for the Influence of Internet Top Anchors' E-Commerce on Consumer Purchase Satisfaction

5.1 Perceived value

In marketing terms, perceived value is a customer's assessment of a product or service's merits and ability to meet their needs and expectations, especially compared to peers.

5.2 Experience value

The experiential value is the value of the service as it is perceived on the other side of the interaction line. It is formed through the experiences, conversations, and associations of the people who interact with the organization.

5.3 Perceived usefulness

Users' subjective perception is that they believe that using certain technologies can improve their job performance or purchase pattern.

5.4 Perceived quality

Perceived quality is the superior impression a customer has of a product, brand, or business through sight, hearing, touch and smell.

6. Conclusion

Based on the consumer satisfaction model, the research object of this research is the pair of users who bring goods from the top streamer e-commerce and the theory of perceived value, experience value, and perceived usefulness in Guizhou. The research collects and analyzes data through questionnaires and verifies the hypotheses. It is roughly predicted that consumer satisfaction has a significant positive impact on perceived value, experience value, and usefulness, while perceived risk and perceived quality have a significant positive effect on perceived value, experience value, and perceived usefulness. The three elements of perceived service quality perceived system quality, and perceived information quality have a significant positive impact on perceived quality. The three aspects of interaction-oriented, task-oriented, and self-oriented interaction positively affect perceived interactivity. Conscious social presence The three elements of social presence, emotional, social presence, and cognitive, social presence have a significant positive impact on social presence.

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