A Study on The Influencing Factors of Consumer Satisfaction with Dairy Products in Sichuan

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Abstract: Customer satisfaction is essential to the success of industrial products such as milk in today's marketing planning. In this paper, we present a conceptual model to measure the relative impact of various factors on customer satisfaction. For years, many business owners have attempted to find different methods for measuring customer satisfaction. They have tried to find possible barriers to building mutual trust between their activities and regular customers to have loyal customers. Loyal customers are considered the best source for promoting products and services through word-of-mouth. Therefore, detecting key components for customer satisfaction plays an essential role in the success of any organization. The three research objectives are; to analyze the current influencing factors of consumer satisfaction with dairy products, to explore influencing factors of perceived value and brand image to Sichuan customer satisfaction in dairy products, to formulate targeted marketing strategies, and provide valuable advice for maintaining sustainable development of dairy products and improving consumer satisfaction.

Keywords: Influencing Factor; Customer Satisfaction; Dairy Products

1. Introduction

With the improvement of the living conditions of Chinese residents, the consumption of dairy products by Chinese consumers has grown exponentially. The per capita income of first- and second-tier cities is relatively high, and the per capita consumption of dairy products tends to be close to the level of developed countries, while the consumption of dairy products in third- and fourth-tier cities and rural areas is still relatively high. Dairy consumption of consumers after the epidemic brings development opportunities. The outbreak of new crown pneumonia epidemic has had an impact on all walks of life. Still, it has brought new opportunities for the development of the dairy industry, growing against the trend, the performance of dairy companies has improved, and the total profit of the entire industry has rebounded. This phenomenon is due to the revival of people's health awareness after the epidemic, re-examining the health requirements for dairy products, dairy consumption from "heavy taste" and "heavy price" to more attention to the health value of dairy itself, such as improving immunity, resistance. Consumers who buy dairy products pay more attention to their nutritional indicators and freshness. As a result, the sales of fresh milk categories with no additives, high freshness, and active nutrients have been overgrown.

2. Theoretical Basis

2.1 Theoretical Significance and Value

From a theoretical point of view, in the development process of the dairy industry, however, these studies are basically at the academic stage, and the research is relatively simple. The scope is relatively narrow, and there are few choices for studying dairy products in the direction of consumer satisfaction. In the research, based on the concept of marketing, combined with the current development of the domestic dairy product market, this paper selects the consumers of dairy products in Sichuan as the object to study their satisfaction with the dairy products in Sichuan. Combined with the brand image theory, explore the influencing factors of dairy consumer satisfaction from multiple dimensions in terms of the theoretical value.

2.2 Practical meaning and value

From a practical point of view, although the dairy industry emerged earlier and developed steadily. However, major domestic dairy brands are trying their best to seize the market. With more and more emerging dairy brands entering the market, making consumers choose their brands has become a problem that dairy companies have to rack their brains to think about. Under this background, studying the influencing factors of dairy consumer satisfaction is incredibly critical. This study clarifies the influencing factors that promote or inhibit the satisfaction of dairy consumers in Sichuan so that the existing dairy business operators can better meet the market demand and consumer demand and provide theoretical support for product development and marketing strategies.

3. Understanding the Influencing Factors of Consumer Satisfaction with Dairy Products in Sichuan

3.1 The characteristics of online celebrity live streaming and traditional online shopping methods

Yang (2021) [1] conducted a systematic study on the customer satisfaction of online celebrities on the Taobao platform and traditional online shopping according to the characteristics of online celebrity live streaming and traditional online shopping. From the perspective of third-party evaluation, according to traditional online shopping. The elements of online shopping methods, the perceived quality, are decomposed layer by layer into three dimensions: logistics quality, web page quality, and product quality. Three variables reflect the perceived quality of traditional online shopping methods. The structure includes expected quality, web page quality, and logistics quality. , product quality, perceived value, customer satisfaction, customer loyalty customer satisfaction model of traditional online shopping; Variables are used to reflect the perceived quality of traditional online shopping, and a customer satisfaction model of live delivery with goods is constructed that includes expected quality, interaction quality, online celebrity quality, product quality, perceived value, customer satisfaction, and customer loyalty.

3.2 Customer satisfaction in e-commerce live streaming

Cheng (2021) [2] studied traditional online shopping scenarios; the literature and research on interactivity, perceived value, and customer satisfaction are reviewed and summarized. The research object is focused on the Taobao live broadcast platform. The interactivity in Taobao live broadcast is refined into four elements: product display, promotional activities, responsiveness, shopping guide, and perceived value.

3.3 Three dimensions of perceived function, perceived emotion, and perceived risk

Wu (2014) [3] proposed that a customer satisfaction model is constructed and research hypotheses are put forward. Then, the research data was collected by the questionnaire survey method. The relationship between interactivity, perceived value, and customer satisfaction was analyzed using descriptive statistical analysis, reliability test, exploratory factor analysis, regression analysis, and mediation analysis. After the research, the following empirical conclusions are obtained:1. In addition to the shopping guide, the other three elements of interactivity have a significant positive impact on customer satisfaction. 2. Product display, promotional activities, and responsiveness have a significant positive impact on perceived function; product display and responsiveness have a significant positive impact on perceived emotion, and both have a significant negative impact on perceived risk.

4. The Conceptual Framework for the Research Study

4.1 Customer satisfaction

Customer Satisfaction is a commonly used key performance indicator that tracks how satisfied customers are with the organization's products and services. It's a psychological state that is measured by the customer's expectations that achieve with their perceived value, functionality, and risk. By matching those expectations, customer loyalty can be increased dramatically.

5. The Influencing Factors of Consumer Satisfaction with Dairy Products in Sichuan

Fan (2016) [4] developed the relationship between service quality, and customer satisfaction has been deeply studied, and it relates to tangibility, reliability, responsiveness, assurance, convenience, and service quality. The five aspects of security, commitment, and convenience significantly impact customer satisfaction. For customer perception, a model of customer expectations, perceived quality, perceived value, customer satisfaction, and customer loyalty is constructed for the evaluation. It is concluded that the corporate image has the most significant impact on customer satisfaction. Customer expectations have the highest utility on food satisfaction; dairy product image strongly impacts customer expectations, perceived quality, perceived value, customer satisfaction, and customer loyalty.

6. Conclusion

Dairy products are standard food products, which requires dairy companies to have the "upgrade awareness" of products and services. First, it is necessary to strengthen publicity and guidance promptly so that consumers can understand the requirements of dairy cattle breeding, feed selection, disease prevention, and product certification for milk selection; to understand the production of dairy products, it is necessary to understand the source of raw materials, production process, production environment, transportation tracking, certification, etc. Second, it is essential to build a complete product traceability system so that products are "clearly marked" and consumers can scan the code to identify the product's authenticity, trace the source and enhance the product certification function.

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