

Research on the Improvement Strategy of Customer Satisfaction for E-Commerce Live of Semir Brand

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Received: 24 April 2024; Accepted: 23 May 2024; Published: 3 June 2024

Abstract:

With the popularization of the Internet and policy support, e-commerce live users have seen significant growth. E-commerce live shopping differs from the traditional e-commerce platform one-way output shopping form; it is a two-way interactive shopping process. Customer satisfaction enables enterprises to acquire better, maintain and increase customers and is the key to winning customer loyalty, occupying and expanding markets, and improving efficiency. In today's e-commerce live environment, the factors influencing customer satisfaction in live shopping have changed compared with traditional online shopping. New research on e-commerce live shopping is needed to adapt to the operation and management of enterprises. This paper takes the Semir brand as the research object and e-commerce live customer satisfaction as the research angle. After investigation and analysis, it is found that Semir brand e-commerce live exists as part of the problem, the reasons for its specific problems are analyzed, and the corresponding strategy to improve Semir brand e-commerce live customer satisfaction is put forward to provide a reference.

Keywords:

E-Commerce Live, Customer Perceived Value, Customer Expectations, Customer Satisfaction

1. Introduction

According to the 49th Statistical Report on the Development Status of the Internet in China released by China Internet Network Information Center, as of December 2021, China's Internet users reached 1.032 billion, up 42.96 million from December 2020, with an Internet penetration rate of 73.0%, and the scale of webcasting users reached 703 million, up 86.52 million year-on-year, accounting for 68.2% of the overall number of Internet users. Among them, the scale of live e-commerce users was 464 million, up 75.79 million year-on-year, accounting for 44.9% of the overall Internet users. It can be seen that the user scale of e-commerce live has seen significant growth; for some Internet users, watching e-commerce live for shopping in their leisure time has become a habit, and shopping through e-commerce live has

become a new way of consumption. Traditional e-commerce shopping is a one-way output form of shopping; that is, merchants will be commodity information (user reviews, text descriptions, pictures, and videos) placed on the corresponding web page for customer reference; customers rely only on this information for the one-way purchase of goods, during which there is no interaction. In emerging e-commerce live shopping, in addition to having the webpage information of the goods, customers can also send real-time pop-ups and merchants with goods as well as other customers watching the live broadcast to ask questions, realize the live interaction, solve the customer's problems on the spot, eliminate the customer's doubts, and thus contribute to the transaction [1].

According to data released by the China Statistics Bureau, China's overall income and consumption levels have significantly improved, realizing a double increase. E-commerce live industry has become a windfall since the beginning of 2018, attracting the attention of business people. According to the data published by the China Business Industry Research Institute, in 2019, the market size of e-commerce in China was 433.8 billion yuan. The new crown epidemic in 2020 gave new opportunities for the development of e-commerce live, and the residents cannot leave their homes to stimulate the development of e-commerce live. The market size reached 96.1 billion yuan, an increase of 121.53% compared to the previous year. The market size of e-commerce live in 2021 is 120.12 billion yuan, an increase of 25% compared with that of the previous year by 25%. Against the backdrop of China's steady economic growth, it is predictable that the market size of e-commerce will have an upward growth trend. The above data demonstrates that people are willing and able to engage in e-commerce live shopping and consumption. Customer satisfaction in e-commerce live shopping will affect customer loyalty and the enterprise's reputation [2]; the enterprise is in the field of e-commerce lives, and improving customer satisfaction in the field of the development of the enterprise has a significant impact [3].

2. Literature Review

2.1. E-commerce live

E-commerce live is one of the forms of webcasting, a business model that associates customers and merchandise sales with a platform as a communication carrier, webcasting as a means, and anchors as key opinion leaders [4]. E-commerce live to publicize the brand and commodity promotion for the visual display of goods through live broadcast so that users can intuitively and comprehensively understand the goods to promote consumer purchases. E-commerce live from the platform carrier is roughly divided into two kinds: one is the traditional e-commerce platform of e-commerce live, such as Taobao in the web page or APP interface to set up a piece of live area, the customer can watch live in the merchant's live period for shopping or according to the merchant's live explanation playback for shopping. The other is a short video social platform, e-commerce live, such as merchants, through the release of short videos in the TikTok platform to attract customers to watch live, inducing customers to enter the live room to consume [5].

2.2. Customer satisfaction

Customer satisfaction refers to the psychological state formed by customers based on their subjective consciousness and experience, comparing their expectations generated in daily life experience with actual consumption experience [6]. When the

actual consumption experience is better than expectations, customers will be satisfied, and vice versa; they will not be satisfied. The combination of customers influences customer satisfaction, perceived value, and expectations [7], and customer satisfaction from the customer's psychological state during and after consumption. There are many definitions of customer satisfaction, and there is no uniform definition; this paper considers that customer satisfaction is the customer's feelings about the extent to which his or her expectations have been met. It not only reflects the degree of customer satisfaction with the product or service but also reflects the status of the services or products provided by the enterprise to meet customer needs [8]. It is worth mentioning that, in an environment where enterprises pay more and more attention to customer satisfaction, enterprises will continuously optimize the consumption experience according to customers' feedback and daily operation experience [9]. Customer satisfaction in the consumption process will change dynamically. Customer satisfaction is the overall feeling and evaluation of multiple consumption experiences resulting from multiple accumulations rather than a single experience [10].

2.3. Customer perceived value

Customer-perceived value is an overall evaluation; the basis of evaluation judgment is the customer's cost and the perceived benefits of the trade-off (although the cost and perceived benefits of the customer are different), and then evaluate the utility of the products and services they can bring to the customer [11]. Customer-perceived value is the customer's perception and evaluation of specific attributes of the product or service and its ability to help (or hinder) the realization of the established goals in a particular situation, the introduction of the concept of trade-offs into the customer-perceived value, which reflects the differences in the customer-perceived value of different situations [12]. Customer-perceived value is not only the enterprise's expectation of the degree to which the products or services provided satisfy customers' needs but also the feeling that customers get through the purchase and use of products or services [13].

2.4. Customer expectation

Customer expectation refers to, before the purchase, customers based on their own experience and other external information on the enterprise to provide products or services to meet their needs degree of expectations [14]. Customers are based on experience, enterprise publicity and other people's evaluation and other information and the formation of a product or service potential standards; according to the potential standards for the formation of the product or service expectations called customer expectations, customer expectations have to attract customers to consume and measure customer satisfaction of the dual nature [15]. Customer expectations will change dynamically with personal motivation, word-of-mouth, corporate publicity, psychological state, actual consumption experience, and other factors [16].

3. Semir Brand E-Commerce Live Customer Satisfaction Data Statistics

3.1. Questionnaire design and distribution

Based on previous research [17,18], customer satisfaction is divided into six parts: social value, emotional value, functional value, trying value, conditional value, and customer expectation, and a 5-point Likert scale is used to establish the customer

satisfaction scale of Semir brand e-commerce live shopping. A total of 224 questionnaires were recovered, of which 175 were valid, and the validity rate of the questionnaire was 78.1%.

3.2. Scale reliability test

Using SPSS.25 software, the Cronbach alpha coefficient was used to test the reliability of the 163 data, and if the alpha coefficient is more significant than 0.8, it means the reliability is high (Chin, 1998) [19]. From the results of the reliability analysis in Table 1, the overall Cronbach alpha coefficient of the scale is 0.934, and the design of this scale has a high degree of consistency and reliability.

Table 1. Cronbach alpha coefficient.

Dimension	Cronbach alpha coefficient	Number
Social value	0.915	4
Emotional value	0.863	4
Functional value	0.913	5
Trying value	0.896	4
Conditional value	0.883	3
Customer expectation	0.806	3
General	0.904	23

3.3. Scale validity test

The validity was verified using KMO and Bartlett's sphericity test, as seen in Table 2; the KMO value is 0.929, the KMO value is more than 0.8, the p-value is 0.000, and the p-value is less than 0.05. The above data reflects that the validity is better.

Table 2. KMO and Bartlett's test.

KMO		0.929
Bartlett's sphericity test	Approximate chi-square	1641.123
	df	253
	P-value	0.000

3.4 Questionnaire data analysis

The statistical results of the questionnaire data are shown in Table 3. All the secondary indicators scored above 3.8. In order to study the problems of Semir e-commerce live more scientifically and effectively, the secondary indicators that are lower than the mean value of 3.91 points are identified as the problems of Semir brand e-commerce live.

Table 3. Scores of customer satisfaction indicators.

No.	Primary indicator	Secondary indicator	Score	Mean
1	Social value	Brand image and awareness	3.90	3.90
2		Live interactive sharing	4.02	
3		Customers' recognition of semir brand	3.88	
4		Customer shopping experience sharing	3.82	
5	Emotional value	Live streaming affinity	3.91	3.93
6		Anchor image	3.93	
7		Live purchase desire	4.00	
8		Live room environment	3.90	
9	Functional value	Shipping and logistics speed	3.88	3.91

10		Type of clothing	3.90	
11		Comfort level	4.02	
12		Price	3.83	
13		Quality	3.91	
14	Trying value	Product page information	3.86	3.85
15		Anchor explains professional	3.94	
16		New arrivals	3.82	
17		Clothing styles	3.80	
18	Conditional value	Timeliness of after-sales service	3.96	3.96
19		Attitude of after-sales service	3.96	
20		Effectiveness of after-sales service	3.95	
21	Customer expectation	Past experience	3.91	3.93
22		Shopping expectations	3.88	
23		Future expectations	4.00	

4. Problems of Semir Brand in Improving Customer Satisfaction

4.1. Clothing design does not match customer aesthetics

Clothing design (clothing pattern, color, details, fabric) allows customers to have an intuitive and vivid understanding of clothing [20], which is an essential factor in attracting customers to buy; at the same time, clothing design demonstrates the elements that represent the wearer's taste, and also from the side of the wearer's personality traits and preferences. Low customer satisfaction with the live clothing styles and new clothing products shows that Semir's design needs to meet customer aesthetics and attract customers well.

4.2. Poor information on the product webpage

The low level of customer satisfaction with the comprehensiveness of product webpage information (user reviews, text descriptions, pictures, and videos) indicates that better product webpage information is needed. Customers will browse the webpage information of the intended products while getting product information from the anchor's explanation and live interaction. The product webpage information is the most important channel for customers to understand the product's fabric, size, shape, function, appearance, and user experience. During the shopping process, customers may encounter problems such as the information obtained from product web pages not matching the real product, the detailed information about the product being more comprehensive, and the information they want to know is included.

4.3. Live room environment to be improved

Live room environment as e-commerce live people, field, goods, one of the three elements, the effect of e-commerce live has an important impact. Live room scene is divided into outdoor live room and indoor live room, Semir live room scene belongs to the indoor live room, indoor live room environment consists of background, equipment, lighting and display four elements. In the process of watching Semir live broadcast, there are problems of fuzzy picture, overexposure, and the sound is sometimes big and sometimes small, which causes discomfort to customers in the visual and auditory sense.

4.4. Incomplete variety of goods sold in the live broadcast

Customers rated the live broadcasts poorly regarding the completeness of the variety of apparel, surfacing the problem that Semir's live broadcasts have an incomplete assortment of goods for sale. For each live broadcast of Semir, there is a list of products to inform customers of the products on sale in the broadcast. Due to their age, occupation, experience, aesthetics, and other factors, each customer has different needs for the version, color, fabric, and type of goods. At the same time, the variety of goods for sale in the live broadcast is limited and cannot be compared with the platform stores. There needs to be more variety of goods for sale in Semir's live broadcast room. Sometimes, the variety of clothes and pants for sale far exceeds the variety of shoes and hats, and the styles of shoes and hats are very few, which leads to dissatisfaction among the customers who have the demand for shoes and hats. In addition, because the ratio of women watching the live broadcast is more significant than that of men, there is a problem: the types of women's clothing on sale in the live broadcast far exceed the types of men's clothing, which does not satisfy the needs of male customers watching the live broadcast shopping.

4.5. Delays in timeliness

Customers' low ratings of Semir's shipping and logistics speeds indicate that Semir needs help with delayed delivery times. The speed of delivery and logistics is an issue of great concern to customers, and the speed of delivery and logistics determines the length of time customers wait from when they place an order to when they receive the goods. Shipping speed is mainly affected by the seller; logistics speed is mainly affected by the courier company. Check the customer evaluation feedback and find that Semir has false shipments and delayed shipment problems. At the same time, many customers also reflect that the logistics could be faster and express dissatisfaction with the speed of logistics.

4.6. Lack of brand effect

According to the questionnaire data, Semir brand apparel quality scores are high, indicating customers are more satisfied with the quality. The image of the Semir brand quality is better, but the quality of quality is only the foundation of the Semir brand's building. The four aspects of customer shopping experience sharing, customer recognition of the Semir brand, brand image and awareness, and shopping expectations scored low, indicating that Semir needs more brand effect. For customers, the brand is the intangible promise of the merchant, and customers trust the preferred brand and believe it can fulfill their needs. Due to the lack of brand effect, customers' recognition of Semir is low; they cannot be sure that Semir Live can bring them a good shopping experience, and they need to have high expectations of the shopping experience.

5. Analysis of causes

5.1. Positioning crowd aesthetic analysis is wrong

In 2020, Semir conducted extensive and in-depth market research and focused the brand on post-95 "slash youth" customers. The logo was changed from "SEMIR" to "SEMIR," highlighting the characteristics of "slash." Although the brand positioning has been clarified and there is a strong R&D capability, it has not been able to clearly understand the living habits, character traits, and culture of the post-95 "slashers." At

the same time, it has yet to combine the popular elements to develop clothing styles and new products in line with the aesthetics of the young customers, which has led to low satisfaction among young customers with Semir's brand clothing design.

5.2. Excessive embellishment of publicity

In the actual webpage information, Semir presents products with embellished publicity. It positively describes a product and introduces its advantages, such as versatility, comfort, fashionability, wear-resistant, stain-resistant, waterproof, and breathable. It does not mention its disadvantages, such as easy to wrinkle, sticky hair, shrinkage, fading, and thread remnants. Putting the goods under soft light shooting, hiding the details, post software beautification, and high-value models trying to make customers feel good about the goods and create a desire to buy. In addition, Semir also has the behavior of letting customers brush positive reviews, issuing coupons to customers who have not evaluated to induce them to give five-star positive reviews, and compensating customers who have given bad reviews to induce them to delete their comments. Through various ways, the beautified webpage information stimulates the customer's desire to buy, ultimately leading to the transaction. Customers will be dissatisfied when there is a difference between the actual product and the webpage information.

5.3. The background of the live broadcast room and the anchor's inappropriate alignment

Taking Semir's live broadcast room on the Taobao platform as an example, the live broadcast will take place in the morning, afternoon, and night, and the afternoon and night will be broadcast in the same live broadcast room. The background of the live broadcast room in the morning is mainly gray, while the live broadcast room in the afternoon and night is mainly orange. Orange background in the lighting equipment will produce overexposure, part of the screen is too bright, and the lens blurred, resulting in customer visual fatigue; orange belongs to the warm color system, and some colors of clothing collocation will be a small quantity of a sense of abruptness, affecting the customer's desire to buy. In addition, the goods with goods outside the camera, live to take goods not only affect the perception and the anchor position in the microphone farther away, but the sound becomes smaller, to the customer to bring auditory distress and discomfort.

5.4. Minimizing product selection

The business activities of an enterprise should start with the customer's needs under the premise of complying with ethics, morality and laws and regulations. The selection process before the live broadcast determines the products on sale in the live broadcast room. From the poor evaluation of the degree of completeness of apparel in the live broadcasting room and the description of the problem, it can be seen that Semir did not carefully analyze and select the products according to the customer profile and the previous sales data of the products, belittled the selection process, and selected products that did not meet the needs of the customers, and the products with poor sales in the live broadcasting on-sale list took the place of the products that the customers preferred, which resulted in the incomplete variety of the products sold in the live broadcasting.

5.5. Neglecting to improve shipping speed and logistics speed

The shipment speed mainly depends on the seller and is affected by the seller's inventory, the number of seller's orders, workflow, and efficiency. Through consultation with the customer service of the official flagship store of Semir, we know that orders before 17:00 on the same day will be shipped on the same day. Otherwise, the orders will be shipped the next day, which is a kind of verbal commitment to the customers. However, in the actual delivery process, it may be due to too many orders or insufficient inventory; the day before 17:00, orders have false shipment phenomenon, in the absence of actual shipment of the first to provide logistics information to the customer, so that the goods are in the status of the state has been received, to appease buyers. Some e-commerce platform merchants can still ship orders after 17:00, while Semir's delivery speed could be faster.

Logistics speed depends mainly on the courier company; logistics speed is mainly affected by the speed of collection, courier sorting speed, transit speed, delivery speed, and other factors; customers are dissatisfied with the logistics speed of Semir reflects Semir's cooperation with courier company logistics speed is slow. Due to the impact of courier costs and Semir's cooperation with the inexpensive couriers, customers order the same day the goods are inexpensive courier company to accept the goods will generally be transported at night, which is like the SF Express as the same as the commodities acceptance of the goods within a few hours of the start of the transport; if the same day failed to collect the goods promptly, the goods would have to wait until the next day at night in order to start the transport, the customer waiting time to become longer. The waiting time of customers becomes longer. At the same time, the customer from the courier company's regional transit location of the distance will also affect the overall logistics speed.

5.6. Weak brand building

Although Semir brand is in the leading position in China's adult casual clothing industry, but due to the lack of online publicity, and the publicity content is mainly based on the product, and did not promote the corporate image and culture to customers, resulting in poor brand image and awareness. Semir brand is located in the youth mass consumers, affordable, cost-effective, but there is the case of being unknowingly labeled as cheap by customers or others, which makes customers have low recognition of Semir brand and are less willing to share the live shopping experience. Under the influence of the lack of brand effect, customers have low favorability towards the Semir brand, and the shopping expectation of Semir is greatly discounted.

6. Semir Brand e-Commerce Live Customer Satisfaction Improvement Strategy

6.1. Optimize clothing design

Product is the foundation of capturing the market, and superior design is essential for a quality product. Apparel is a heterogeneous purchase of goods; in the Semir brand of mid-range price positioning, product features and price are similar in importance. Semir brand can discover clothing trend information through popular apparel products, popular information released by famous brands and designers, popular information from professional organizations, and clothing technology. According to the positioning of Semir brand as a post-95 slash youth, it can discover the culture of slash youth, understand their living habits, personality traits, and

aesthetics, and combine with its own research and development technology to establish the clothing product base database that conforms to the style and characteristics of its brand, including silhouettes, character traits, and aesthetics. The primary database of apparel products includes silhouettes, colors, fabrics, and details. Finally, according to screening and optimizing the collected clothing trend information, combining the optimized clothing trend information with Semir's primary database of clothing products, we can design clothing that is both popular and in line with our product positioning and combine Semir's brand advantages to meet customers' needs better and improve our market competitiveness.

6.2. Objective display of product information

Semir brand should objectively inform consumers about the color and size of the goods, avoiding the problems of color difference and wrong size parameters as much as possible. At the same time, each product's front and back photos and detailed photos should be uploaded to the webpage information. The details of the clothes should be shown to the customers during the live broadcasting process, which not only reflects Semir's confidence in the quality of the products and wins the customers' trust but also meets the customers' needs for the information of the products. In addition, negative evaluation information of the customers on the goods should be collected and objectively and scientifically checked whether there is a problem in this area, such as sticky hair, wrinkles, shrinkage, fading, and so on. The actual existence of the problem can be noted on the product details page: inform consumers and give shipping insurance for consumers, not for the sale of clothing, which affects the customer's trust and loyalty to Semir. In addition, the problematic products should be traced back to the traceability and technological transformation to determine whether the OEM partners' cooperation cut corners. If there is a problem with jerry-built materials, seriously endangering the image of the Semir brand, it should be replaced in a timely manner by OEM partners; if it is because of the problem of product production technology should optimize the technology, improve and perfect the performance of the product, and produce high-quality products.

6.3. Improve the live room environment

When customers watch live broadcasts, they hope businesses can bring an excellent visual experience and improve the live room environment, which belongs to the desired product category. The first time customers enter the live room to receive information is the live room environment, including background, sound, and display lighting. The live room environment significantly impacts the first impression of customers. The live room construction includes four parts: background, setup, lighting, and display. Gray is the most suitable background color for neutral colors and cameras; the Semir live room is best for gray as the background, which will not let the live screen produce overexposure but is also conducive to highlighting the dress's color. You can also decorate the background according to the anchor's image and live style for a better scene marketing effect. Try to choose matte materials to decorate the background to avoid reflections that bring discomfort to customers watching. Anchor outside the camera with goods to a certain extent will affect the perception, so the need to focus on goods with goods in order to ensure a better display of products and live screen neat and orderly under the premise that it can be placed in the display rack, improve customer shopping and viewing experience. In addition, the anchor

explanation, clothing display, and audience interaction must be within the microphone to avoid auditory distress and discomfort for customers.

6.4. Optimize the product structure of the live room

Clothing itself belongs to the category of formal products; customers think that the product variety of the live room is not complete, reflects the customer's satisfaction with the form of products is not high, Improving customer satisfaction with the form of products is one of the ways to improve overall customer satisfaction. Due to the space of the live room, the anchor beforehand to explain the preparation and different product marketing planning and other restrictions, the live room in the sale of goods can not and is not suitable for e-commerce platform stores, like all the goods on the platform for customers to browse. Therefore, for each live broadcast of the Semir brand, the commodities on sale in the live broadcast room must be carefully selected, more attention to the selection process, and the commodity structure of the live broadcast room must be according to the user profile and user needs. First, Semir can carefully analyze the fan and user data of the live order according to the background data management function, determine the user profile, understand the customer's preferences superficially, and test the live merchandise on the shelves according to the customer's preferences. Secondly, analyze the sales data of the live on-sale goods, find out the single product with a high conversion rate, and analyze its characteristics, including price, shape, color, fabric, style, and type, to understand its core selling points and determine the customer's shopping demand hobby. Finally, according to the analyzed data, the correct goods should be chosen to sell on the shelves in the live room. At the same time, it should be noted that, in general, the demand for tops is much greater than pants, so tops account for a higher proportion of live room merchandise; although Semir live room female viewers and buyers predominate, but can not be ignored men's live shopping needs; due to the majority of Semir customers belonging to the price-sensitive consumers, cost-effective apparel is more popular.

6.5. Improve the speed of delivery

For merchants, only by improving the speed of delivery and selecting high-quality courier companies can they reduce the time customers wait for goods to improve customer satisfaction with the speed of delivery and logistics speed. Semir order volume, the longest time-consuming step in the delivery process is the warehouse picking and packing goods, so you can introduce advanced warehouse management and automated water packing technology, reasonable and scientific placement of goods in stock, and optimizing the picking path while customizing the training of employees to improve the efficiency of picking and packing. On the issue of an out-of-stock single product, Semir operations and sales department should communicate and collaborate promptly, according to the sales data of the goods to predict and analyze, pay attention to the sales of an excellent single product, submit orders to the foundry in advance, to avoid the lack of goods caused by the delivery problems caused by the dissatisfaction of consumers. In addition, Semir also needs to inform customers of the delivery deadline in the live broadcast process so that customers clearly understand the delivery time.

6.6. Strengthen brand building

In the homogenization of apparel products and increasingly fierce competition, it is not easy to establish a competitive advantage by relying solely on products, and

enterprises are increasingly relying on business ideas and marketing tools to win. For an enterprise, all have their unique core resources and competitive advantages, but there are also short boards; co-branding marketing can integrate the core resources of multiple enterprises to achieve complementary advantages between the brands, attract the attention of the audience, help the brand to break the circle of dissemination, to expand the influence of the brand. Semir brand can be based on the user's preferences and needs and has good visibility, recognition, and reputation of the brand co-branding, giving each other a new image, designing co-branded products in line with the target customer's aesthetics and needs, and at the same time to give the co-branded products a great deal of brand power, the formation of the "1 + 1 > 2" brand effect, so that customers from the co-branded product Customers receive the brand culture from the co-branded products, which awakens customers' cognitive power of the brand, improves brand awareness and establishes brand value.

7. Conclusions

With the Internet's popularization and policies' support, e-commerce live users have seen significant growth. Customer satisfaction enables companies to acquire better, maintain, and increase customers and is the key to winning customer loyalty, occupying and expanding markets, and improving efficiency. In today's e-commerce environment, customer satisfaction is even more critical. This paper takes the Semir brand as the research object and takes e-commerce live customer satisfaction as the research angle; after investigation and analysis, it is found that the Semir brand e-commerce live clothing design does not match the customer's aesthetics, poor information on the product webpage, Live room environment to be improved, Incomplete variety of goods sold in the live broadcast, Delays in timeliness, and the lack of brand effect of the six aspects of the problem, and combines with the conclusions of the previous research and the analysis of the problem, and puts forward to optimize clothing design, objectively display product information, improve the live room environment, optimize the product structure of the live room, improve the speed of delivery and strengthen brand building strategy, to improve the customer satisfaction of Semir brand e-commerce live.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This work was supported by the School of Economics and Management Research Start-up Funding, grant number JGYJSKY001.

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