

DEVELOPMENT OF LIVE BROADCAST MANAGEMENT MODEL OF  
FRESH FRUIT E-COMMERCE FOR CONSUMERS' ONLINE  
PURCHASE IN GUANGXI

LIU YANBO

A thesis submitted in partial fulfillment of the requirements for Doctor of  
Philosophy Program in Technology and Innovation Management

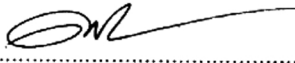
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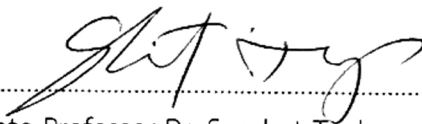
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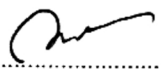
  
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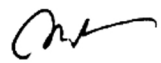
  
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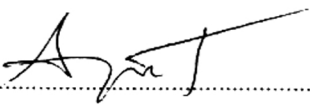
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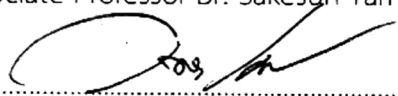
  
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### ABSTRACT

The research objectives of this research is to development of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. The first step is study the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi by interviews with 12 live broadcast experts. The second step is evaluated the consistency of elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi by 17 others experts and create live broadcast management model. The third step is evaluated the model by 6 experts. At last, the fourth step is experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi by 336 consumers. The data analysis method used frequency, percentage, median, quartile, mean, and standard deviation.

Through the research of the above four steps, the following research results have been obtained. step1: elements of live broadcast which including 8 elements with 46 dimensions, step2: appropriate elements which 43 items were retained, 3 items were deleted and 12 texts were revised and draw the live broadcast management model the evaluated elements, step3: appropriate the live broadcast management model, which including 3 content with 11 classifications, which agreed by 100% experts, step4: complete the live broadcast management model, which 16 items are the highest level and 12 items are high level.

**Keywords:** Elements, Live Broadcast Management, Fresh Fruit E-commerce, Model

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# Chapter 1

## Introduction

### Rationale

In recent years, live broadcast, as a new type of video based social media, has quickly become popular worldwide and has become a new socio-economic phenomenon. Thanks to the rapid development of China's Internet technology and people's growing demand for entertainment, the live video shopping mode has brought consumers an unprecedented intuitive and vivid shopping experience. Its high conversion rate and excellent marketing effectiveness make it a new growth engine for e-commerce and content platforms.

CCTV Finance (2023) reported that the rapid rise of e-commerce and live broadcast platforms has made it possible to sell goods through live broadcast. Live broadcast e-commerce has become a popular area of online marketing, allowing people to witness products and interact with sellers in real time. As of June 2023, the number of online shopping users in China has reached an astonishing 884 million, while the size of live broadcast e-commerce users has also reached 526 million, showing its strong penetration and sustained growth trend. In 2022, the cumulative number of live broadcasts on e-commerce platforms monitored by the Ministry of Commerce exceeded 120 million, with more than 1.1 trillion viewers, and the number of live broadcast products reached 95 million, with nearly 1.1 million active live broadcast users. According to statistics, the total transaction volume of China's live broadcast e-commerce in 2022 was about 3.5 trillion yuan, a year-on-year increase of 48%. It is expected that the total transaction volume in 2023 will exceed 4.5 trillion yuan, of which the transaction volume of fruit products accounts for a considerable proportion, which lays a solid foundation for the development of fruit live broadcast. Live broadcast e-commerce has become an indispensable part of today's society. It not only changes people's shopping habits, but also provides new marketing channels for businesses. With the continuous advancement of technology and the expansion of the market, the future of live broadcast e-commerce is full of infinite possibilities.

With the rapid growth of the e-commerce live broadcast industry, it has become an indispensable bridge between consumers and businesses, attracting widespread attention. Renowned domestic scholars Xie Ying et al. (2019) describe e-commerce live broadcast as an emerging social group in which businesses or their employees use live broadcast platforms to showcase products to consumers in the form of trial and experience sharing, effectively promoting consumer clicks and purchases. E-commerce live broadcasters are not only the creators of live broadcast content, but also the disseminators of live broadcast information. They clearly and vividly convey product information to consumers, while collecting and responding to consumer feedback on products through continuous interaction. E-commerce live broadcasters share their unique insights and usage experiences about products during the live broadcast, and answer questions raised by consumers in real time through bullet comments. This interactive approach not only enhances the attractiveness of live broadcasts, but also effectively eliminates consumer doubts and improves the shopping experience. As a close bond between goods and consumers, e-commerce live broadcast is increasingly valued by e-commerce companies. It not only brings consumers closer to products, but also enhances the brand image and popularity of e-commerce companies. With the continuous development of the e-commerce live broadcast industry, we have reason to believe that e-commerce live broadcast will play a more important role in the future e-commerce market.

Jia Weiqiang and Pan Jinwen (2023) believe that with the driving force of national policies and consumer demand, live broadcast of agricultural products has gradually become a major direction for the development of live broadcast e-commerce in China. Yang Yanping and Li Qingying (2023) believe that with the rapid development of the digital economy, the level of informatization in the agricultural field is getting higher and higher. More and more agricultural enterprises are using Taobao, Kwai and other network platforms to carry out "live broadcast", which has become a major form of agricultural product marketing.

Fu Duanxiang and Gao Xiang (2023) have conducted in-depth research on this phenomenon, and they believe that live broadcast shopping is not only convenient and fast, but also provides consumers with a wide range of affordable product choices, which is therefore deeply loved by the majority of consumers. Among them, live broadcast of agricultural products is a remarkable highlight. Live broadcast of

agricultural products not only finds the most direct and effective solution to the problem of unsalable products that has long plagued farmers, but also injects strong impetus into the implementation of China's rural revitalization strategy. Through this innovative form of live broadcast, agricultural products can overcome geographical restrictions and directly reach consumers, thus realizing the docking of production and marketing and effectively promoting economic development in rural areas.

Wang Yi (2023) explored the factors behind consumers' purchasing decisions from the perspective of e-commerce live broadcast. He pointed out that in the context of e-commerce live broadcast, the professionalism of the live broadcasters has a significant impact on consumers' final purchasing decisions. Through professional product introductions, vivid demonstrations, and sincere interactions, live broadcasters provide consumers with rich and accurate product information, thereby enhancing consumers' confidence and recognition of the products. However, e-commerce live broadcast also faces some challenges. Wang Yi pointed out that there are visible and intangible pain points in e-commerce live broadcast. In order to effectively break through these pain points, live broadcasters need to make full use of their own quality characteristics, such as professional knowledge and personality charm, to enhance consumers' perception and trust in the products. Only in this way can they stand out in the competitive e-commerce market and bring better shopping experience to consumers.

According to the China Rural Network (2023), the sales of Guangxi's live fruit products have developed rapidly. In 2022, the fruit planting area in Guangxi has exceeded 20 million mu, with a total output exceeding 30 million tons. The output has reached 3.08 million tons, ranking first in the country for five consecutive years. Among these goods, there are 18 million tons of citrus products, which account for one-third of the country's goods. Persimmon, dragon fruit, passion fruit and other products are among the top in China. Mango, banana, lychee, longan rank second in the country. Peach, plum, pear, grape and other fruits are also widely planted.

How to improve the conversion rate of live broadcast of fresh fruits in Guangxi and promote the sustainable and healthy development of the live broadcast market of fresh fruits in Guangxi is an urgent problem that major enterprises need to solve. However, existing research has focused on the subjective quality of live broadcast, the development of online game live broadcast applications, online education, and

viewing motivations. Currently, there are few studies on online live shopping behavior, lacking theoretical modeling and empirical analysis of the mechanism of action of online live shopping behavior, and lacking exploration of the degree and mechanism of action of key factors in online live broadcast. Based on the above-mentioned practical background and the lack of theoretical research, this research, through expert interviews and expert evaluation, clarified the elements of live broadcast management for Consumers' online purchase in Guangxi, and created, evaluated and experimented with a live broadcast management model for Consumers' online purchase in Guangxi. Generally speaking, this research has important reference significance for Guangxi fresh fruit e-commerce live broadcast merchants to improve live broadcast efficiency, increase sales, improve service methods, and meet core demands.

### **Research Question**

How does the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi?

### **Objectives**

#### 1. Major Objective

To development of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi

#### 2. Specific Objectives

2.1 To study the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

2.2 To evaluate the elements and create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

2.3 To evaluate the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

2.4 To experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.



## **Scope of the Research**

### **Population and the Sample Group**

#### **Population**

Including 12 e-commerce live broadcast entrepreneurs, live broadcaster, senior e-commerce management personnel, and experienced consumers; 17 experts and scholars with knowledge in modeling and e-commerce live broadcast; 6 experts and scholars with knowledge and expertise in e-commerce live broadcast; 336 live shopping consumers in China were randomly selected online.

#### **The Sample Group**

Step1: including 3 e-commerce live broadcast entrepreneurs, 3 live broadcasters, 3 senior e-commerce management personnel, and 3 senior business live broadcast consumers.

Step2: including 2 modeling experts, 5 e-commerce live broadcast experts, 5 live broadcast marketing experts, and 5 successful e-commerce live broadcast entrepreneurs.

Step3: including 2 e-commerce live broadcast experts, 2 live broadcast marketing experts, and 2 successful e-commerce live broadcast entrepreneurs.

Step4: including 336 live shopping consumers in China were randomly selected online, including students, office staff, workers, government officials, freelancers and others.

#### **Content**

The research content includes research variables, population, Sample Group, location of samples, research time, and research advantages.

#### **The Variable**

Study: live broadcaster analysis, fruit goods display and consistency, live broadcast scene, price setting, live broadcast process, sales services, logistics services, branding.

#### **Location**

Guangxi, China.

#### **Time**

From January 1, 2023 to February 29, 2024

## Advantages

1. The research direction is to create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, which is relatively novel and belongs to an undeveloped direction.

2. The research approach adopts a combination of literature research method and Delphi technique, selecting industry stakeholders for demand forecasting and model validation, which is different from the current research approach in the industry.

3. Starting from the current research status and challenges for live broadcast management model of fresh fruit e-commerce, the research content analyzes and explores the management mode of fresh fruit e-commerce live broadcast, which is more closely related to solving practical problems.

## Definition of Terms

**Live broadcast** refer to an emerging social television media that transmits audio and video in real-time through the internet.

**Live broadcast management** refer to manage the three essential elements of live broadcast: people, goods, and venues.

**Fresh fruit e-commerce** refer to using e-commerce to directly sell fresh fruits on the internet.

**Fresh fruit e-commerce for Consumers' online** refer to sellers use e-commerce to directly sell fresh fruits on the internet, and consumers can purchase them online. on consumers' online purchase

**Consumers' online purchase** refer to the seller selling goods or services on the internet, and consumers can directly participate in this purchasing process through the internet.

**Fruit goods display** refer to the display and details of fruit goods are displayed in the live broadcast.

**Fruit goods consistency** refer to the consistency of the size, freshness and taste of fruit goods displayed by live broadcast with the size, freshness and taste of fruit goods received by consumers.

**Live broadcast scene** refer to The background of the live broadcast room and the scenes presented to consumers during the live broadcast, including fruit goods, tables, materials, etc.

**Price setting** refer to Price setting of fruit goods sold.

**Live broadcast process** refer to Selection of live broadcast time, warm-up, goods information introduction, emphasis on buying points, promotion and guiding consumers to buy, etc.

**Sales services** refer to pre-sale, in-sale and after-sale services provided by sales.

**Logistics services** refer to all the service activities that take place from receiving customer orders to delivering goods to customers.

**Branding** refer to brand owners' actions and efforts in brand planning, design, publicity and management.

## Research Framework

Research on develop of live broadcast management model of fresh fruit e-commerce for consumers' online purchase in Guangxi. Research framework is shown in Figure 1.1.

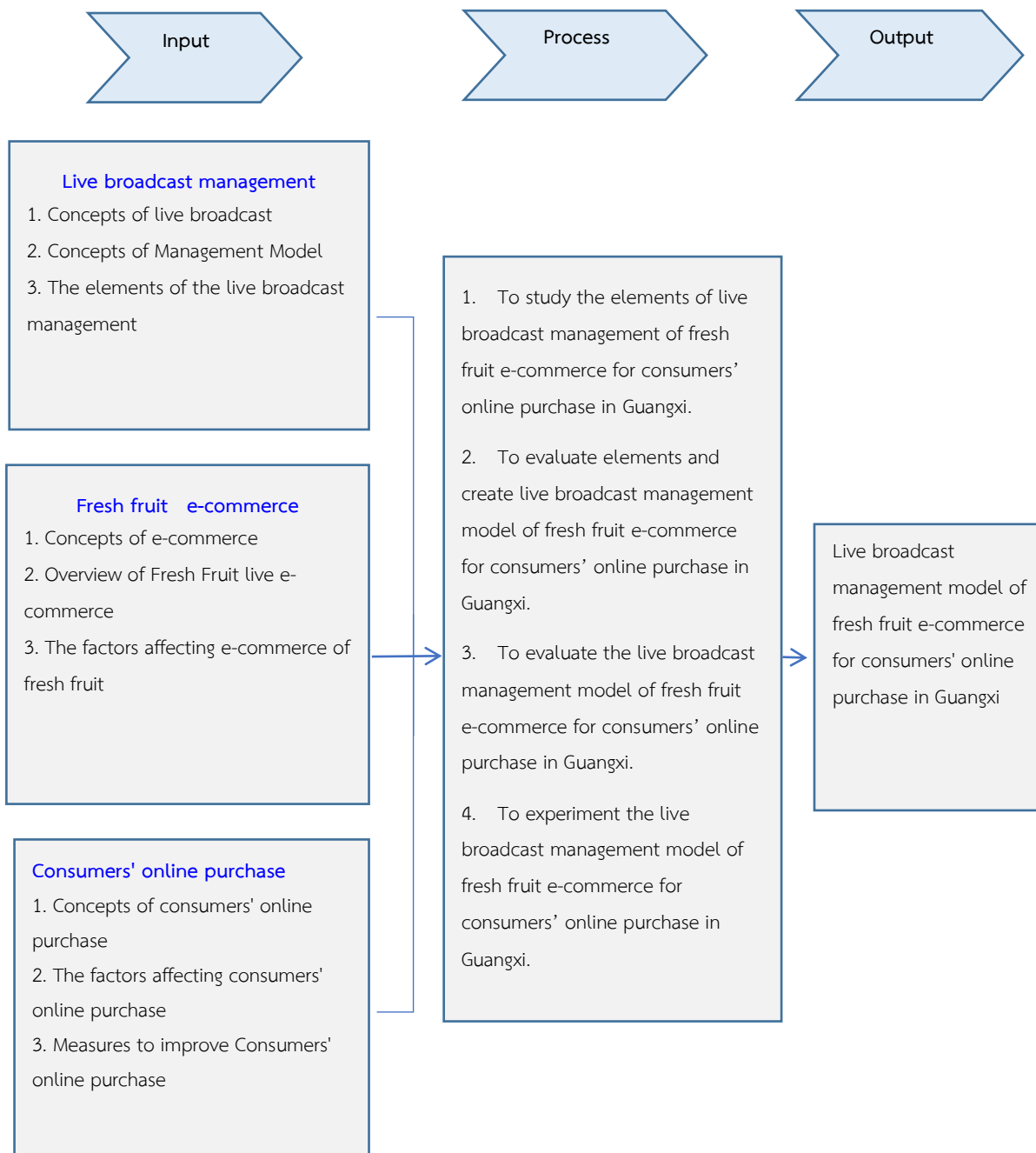


Figure 1.1 Research Framework

## Chapter 2

### Literature Review

The research topic revolves around the "online purchase of fresh fruits by consumers through e-commerce live broadcast management models", combing existing research results and clarifying the theoretical analysis framework of this article, providing a certain rationale for subsequent research. On the basis of these concepts and related theories, the researchers have conducted a discussion and presented on the following topics:

1. Concepts of live broadcast management
2. Concepts of fresh fruit e-commerce
3. Consumers' online purchase related theory
4. Related Research

#### **Concepts of live broadcast management**

##### **1. The concept of live broadcast e-commerce management**

In recent years, the rapid growth of the e-commerce live broadcast industry has made it an important bridge between consumers and businesses. In order to regulate this emerging industry, the China Advertising Association officially released the "Code of Online Live Broadcast Marketing Behavior" on June 24, 2020, marking the birth of the first industry standard in China's e-commerce live broadcast field. The document clearly states that e-commerce live broadcast refers to the personnel who directly interact and communicate with users in online live broadcast marketing activities. At the same time, domestic scholars Xie Ying et al (2019) have also conducted in-depth research on e-commerce live broadcast, defining it as a new type of community. In this community, businesses or their employees display and test products through live broadcast platforms, sharing experiences with consumers and guiding them to make purchasing decisions. The role of e-commerce live broadcast is not limited to content creators, they are also information transmitters. They not only convey detailed product information to consumers, but also collect feedback from consumers through interaction. Scholar Fang Chao (2018) has a slightly

different understanding of e-commerce live broadcast. He believes that e-commerce live broadcast refers to online live broadcasters who have expertise and popularity in a certain field, and who promote and sell goods through live broadcast. These live broadcasters use their expertise and influence to attract consumer attention and facilitate purchasing behavior.

Through online live broadcast, they provide customers with detailed information about their products. In the context of mobile Internet, the rise and popularity of live video has become the most popular online marketing model at present. It is a way to use live video from e-commerce (possibly businesses or their employees) to show products to consumers in the form of trial products and experience sharing, and to urge users to click. E-commerce websites promoting products through live broadcast is no longer a novelty. During live broadcast, e-commerce hosts will share their understanding and usage experience of the product with the audience, and respond to their questions on the screen. In this way, it can not only enhance the atmosphere on site, but also reassure consumers. As the most closely connected medium between products and consumers, online live broadcast is increasingly becoming the focus of attention for e-commerce enterprises.

## **2. Classification of e-commerce live broadcast**

According to a large number of documents, the paper divides e-commerce live broadcast into three types: First, the super-head or waist live broadcaster, which is also a major trend in the development of e-commerce live broadcast. It refers to the live broadcaster trained by the live broadcaster, such as Viya, Li Jiaqi, Lie'er Baobao, Chen Jiekiki, etc. This type of e-commerce live broadcast is trained by professional live broadcasters, including selection, design, makeup, and set design. On the other hand, this type of e-commerce platform usually seizes the best live broadcast time slots to ensure sufficient live broadcast time and quickly attract more fans. In addition, this type of e-commerce live broadcast has developed a relatively mature sales method, which is usually not limited by product categories and can provide faster product promotion and sales for businesses or platforms. However, this type of e-commerce live broadcast mostly adopts a task mode, lacking in brand and product precipitation and deep emotional investment, which is not conducive to enterprises accumulating loyal customers for their own brands. Second is "online

store self-broadcast", which refers to the live broadcaster who acts as their own store or product on the e-commerce platform. This type of e-commerce live broadcaster usually has very rich operational experience and is familiar with the business situation, product characteristics, and choice of purchase objects of the business. During the entire live broadcast process, it can interact more comprehensively and actively with consumers. Moreover, because most live broadcasters are self-made, it is easier to accumulate fans without causing too much loss of fans. However, compared with the first live broadcaster, both in appearance and acting skills. Therefore, it is more difficult to hold large-scale live broadcasts. His level of live broadcast is very unstable and it is difficult to accumulate a large number of fans in a short period of time.

The second type is experts or opinion leaders with certain influence in the industry, such as Cheng Yan and Fang Yimin. This type of e-commerce live broadcasters are mostly professionals with a certain understanding of products, and they have greater voice and can win the trust of consumers. In addition, this type of e-commerce live broadcast can also deeply understand the psychology of consumers, provide professional guidance for them, and enhance the added value of products; it can meet the current consumption psychology well. However, this type of e-commerce live broadcast often focuses on establishing an authoritative image, with less entertainment and a heavier atmosphere than other e-commerce live broadcasts. At the same time, this part of live broadcasters is also limited by categories due to their single positioning.

The third type is Li Xiang, Zhu Dan and Hu Ke, these stars have their own "fans". This is a natural flow of traffic and is also the favorite of major brands. This is not only a superior image, but also a better brand recognition. However, due to its image constraints, it cannot interact with customers in a friendly way like other three types of live broadcasters.

### **3. The uniqueness of e-commerce live broadcast**

Currently, the academic research on e-commerce live broadcast focuses more on its marketing strategy and development trend, or simply categorizes it as a "star" or "opinion leader". Compared to traditional online shopping, simple static image pages cannot fully meet customers' needs for product information. Online live broadcast is like an online tour guide, providing detailed descriptions and

demonstrations of product details and functions, greatly enhancing consumers' sensory experience. In recent years, people's pace of life has become faster, and they rely more on friends' introductions and celebrities' cultivation. However, online live broadcast starts from the source of the product and controls the quality of the product at the best level, which can enhance consumers' trust and recognition. At the same time, online live broadcast can also enhance consumers' participation through experience, situational marketing, and other methods to stimulate their willingness to shop.

The diversified communication methods of real-time, high-frequency, and high-interaction can effectively solve the information asymmetry between consumers and live broadcasters, providing consumers with a richer, more intuitive, and more real-time shopping experience, and bridging the gap between products, consumers, and live broadcasters. Compared to the traditional "offline" shopping method, consumers can choose the items they need at home without going out, which makes shopping more convenient and fast. Secondly, e-commerce live broadcast combines the charm of stars with entertainment, making consumers have a pleasant and fun attitude during the shopping process. As a professional and authoritative "opinion leader", online live broadcast can bring more added value to consumers. Compared to the hidden characteristics of stars and opinion leaders in conveying product information, online live broadcast stimulates consumers' desire to buy by creating atmosphere, high-frequency, and high-frequency product information brainwashing.

#### **4. The elements of the live broadcast management**

E-commerce live broadcast is a new business model that combines online shopping and offline experience. It mainly consists of three parts: the live broadcast platform, the live broadcaster, and the consumer. In a narrow sense, the live broadcast platform refers only to those online platforms that provide live broadcast services. However, in a broad sense, the live broadcast platform includes the businesses behind it as well as the displayed goods, services, and information, which together form the core of the live broadcast industry chain and provide consumers with a rich and diverse selection. Compared with traditional e-commerce models, e-commerce live broadcast not only retains the convenience of online shopping, but also integrates the real-life experience of offline shopping. The live broadcaster shows the goods through live broadcast and interacts with consumers in real time,



bringing a more intuitive and vivid shopping experience to consumers. This experience not only enriches the shopping process of consumers, but also enhances their shopping confidence and satisfaction.

Many scholars have conducted in-depth research on the characteristics and value of e-commerce live broadcast. Brindl and Matt (2017) pointed out that e-commerce live broadcast has characteristics such as shared experience, perceived efficiency, and synchronization, which make it more advantageous in attracting consumers. Chen and Benbasat (2017) believed that the value compatibility, consumer experience transmission, and good product display of e-commerce live broadcast platforms make it a popular shopping platform for consumers. Zhong Dan (2017) further proposed that e-commerce live broadcast has three values: symbolic value, social value, and marketing value. The symbolic value is reflected in the comprehensive display of goods in the live broadcast and the trial and try-on process of the live broadcaster; the social value is established through interest-based social relationships to meet the social needs of consumers; while the marketing value is effectively converted into sales through the actual consumption scenario in the live broadcast. Du Yanwu (2018) also emphasized the multi-thread and real-time interactive characteristics of e-commerce live broadcast platforms, believing that these characteristics bring more authentic and vivid shopping experiences to consumers. In addition, some scholars believe that the characteristics of e-commerce live broadcast platforms such as real product information display, strong information exchange interaction, and strong shopping atmosphere greatly enhance the shopping experience of consumers.

The so-called "host" refers to the experiment of providing real-time services on the online live broadcast platform through live broadcast, making real-time sales and recommendations of goods, which is the soul of the entire online live broadcast industry chain. Through the information display of the host on the live broadcast platform, it can trigger consumers' cognitive and emotional responses, thus stimulating their relevant consumption behavior. Some scholars equate "live broadcast" with "Internet celebrity". However, some scholars have also proposed from another perspective that internet celebrities can essentially be regarded as a special form of "host". As a modern "catalyst", the unique role of online live broadcast is gradually emerging. It can not only build a direct communication bridge

between consumers and products, but also effectively reduce the distortion of products in the process of information dissemination, thus greatly improving the credibility of products. This new type of communication not only changes the traditional marketing model, but also brings more authentic and intuitive product experience to consumers. It is worth mentioning that some top online live broadcasters, such as Li Jiaqi, known as the "lipstick first person", and Wei Ya, "Taobao live broadcaster", have far exceeded the scope of ordinary internet celebrities. They not only have a huge fan base, but also have extremely high fan stickiness. Their recommendations and comments can often directly affect consumers' purchasing decisions. Their existence not only injects new vitality into the online live broadcast industry, but also opens up new paths for product promotion.

Chan and Misra (1990) believe that live broadcast should have significant characteristics such as mass personalization and high product familiarity. Sussman and SieGal (2019) pointed out that the biggest characteristic of an live broadcaster is honesty and professionalism. Meng Fei (2020) proposed that opinion leaders on the Internet should have strong professional knowledge, strong creativity, strong social interaction ability, and be able to communicate effectively with customers, thus affecting consumers' purchase intention. Zhong Xujun and Wang Yanrong (2020) believe that the rich interactive forms in online live broadcast can provide customers with a sense of intimacy and meet their emotional needs. Zhao Yan (2018) pointed out that live broadcast is real-time and authentic, so the host's ability to respond, improvise, and incomplete intimate relationships can all attract user attention. Du Yanwu (2018) study found that live broadcasters have natural language and individual attention characteristics, which can help improve user engagement and presence in live content. Through analysis, we found that the characteristics of online live broadcasters are manifested in the professionalism of knowledge, uniqueness of personality, intimacy of behavior, and natural language, all of which help simplify user understanding and enhance internal emotional communication.

## Concepts of Fresh fruit e-commerce

### 1. Concepts of e-commerce

The term "e-commerce" was originally translated as "electronic commerce" or "electronic business". EC and EB have similar meanings, but there are differences. E-commerce focuses on electronic trade, which is the trade and collaboration between enterprises and the outside world. EB has a richer connotation. It involves online transactions, supply chains, customer relationships, and internal resource management of companies. There are narrow and broad understandings of e-commerce. Narrowly defined, "e-commerce" refers to commercial activities conducted through the Internet, while broadly defined "e-commerce" also covers the use of various information means, from the exchange of electronic currency, to electronic transactions, to electronic payments, to supply chain management; network marketing, inventory management, and other business activities. The content includes: shopping and consumption, supply and demand of goods and non-material goods, goods and production factors, etc. Whether from a narrow or broad perspective, it is a concept that is undergoing change.

With the development of the Internet, e-commerce itself carries the gene of globalization. As a result, international organizations have been ahead of governments in deciding the standards of e-commerce. In 1984, the United Nations Commission on International Trade Law (UNCITRAL) proposed a report on "The Legal Research on Data Automation", which proposed legal provisions to deal with computer records and computer systems, and opened a new era of e-commerce legislation. The "UNCITRAL Model Law on Electronic Commerce" was adopted by the 85th plenary session of UNCITRAL in December 1996, becoming the first law in the world to comprehensively regulate e-commerce legal issues. The "International Trade Law" established the basic principles of "International Trade Law", providing a theoretical basis for the development of international e-commerce.

In November 1997, the International Trade Commission held the "Global E-commerce Conference" in Paris. Under the joint discussion of professionals and government representatives in business, information technology, and law, e-commerce was defined as the electronicization of all business activities. The OECD believes that e-commerce transactions refer to the purchase and sale of goods or services on a computer network in a specific way, with the purpose of receiving or

issuing orders. When ordering goods or services, it is necessary to follow the special methods mentioned above, but payment and final delivery are not necessarily handled online. Electronic commerce transactions can be conducted in companies, families, and individuals; between governments and other public or private institutions. E-commerce transactions refer to the purchase and sale of goods and services through the Internet, extranet, or electronic data exchange, but do not include purchase and sale instructions issued by telephone, fax, or manual means. In November 2001, the United Nations Conference on Trade and Development released the "E-commerce and Development Report 2001". Since then, there has been an "E-commerce and Development Report" based on the Organization for Economic Cooperation and Development every year. In the view of the e-commerce working committee of the Global Information Infrastructure Commission, e-commerce is an economic activity that uses electronic communication to promote, purchase, and settle goods and services with economic value. It is not limited by factors such as geography, quantity, and retail channels. All market entities can freely participate in various economic activities.

The World Trade Organization defines e-commerce as the production, sale, distribution, and circulation of goods and services on telecommunications networks, including transactions based on the Internet, as well as the use of electronic information technology to solve problems, reduce costs, increase value, and create business opportunities. It refers to a series of transactional activities conducted online, such as inquiries, purchases, and displays of raw materials; ordering, manufacturing, storage, transportation, and electronic payments. In commercial activities, the use of electronic means for commercial activities includes the sharing of structured or unstructured business information between suppliers, customers, and other participants using all electronic means to manage and complete various business, management, and consumption activities.

This definition highlights the nature of e-commerce, making it different from other commercial activities in terms of transaction modes and technological connotations. In terms of transaction methods, buyers and sellers have shifted from face-to-face communication or direct negotiation to e-commerce. From its technological connotation, it is a combination of multiple technologies based on information networks. In addition to international organizations and institutions, the

European Union, the United States and other major economies have also introduced the concept of e-commerce. For example, the European Parliament defines e-commerce as: commercial activities carried out in an electronic manner with two basic elements: the electronic processing and transmission of data, as well as goods and services, traditional activities and new activities. The US government (2015) "Global E-commerce Outline" states: "E-commerce is the use of the Internet to carry out various commercial activities such as advertising, trading, payment, service, etc. Global e-commerce includes countries around the world.

In the field of business, e-commerce is a new business model that has brought tremendous changes to enterprises. Some large companies have also taken the lead in promoting e-commerce. Starting from one's own understanding and combining with the actual needs of enterprises, this article defines the basic concept of e-commerce. Alibaba Research Institute (2015) proposed the concept of "e-commerce economy". He pointed out that today's economic development cannot be limited to the information industry alone. In the era of information economy, in addition to the transformation of traditional infrastructure, it also includes new information infrastructure, including the transformation and upgrading of traditional industries through information technology, concepts, organizations and other means, as well as the Internet economy. This article investigates this issue from both theoretical and practical perspectives. The network economy is a network-based economy, also known as the network economy, digital economy, and new economy. The network economy refers to the network economy, also known as the network economy. Alibaba Research Institute redefined the national economic system from three aspects: "information economy", "Internet economy" and "e-commerce economy", defined the concept boundary of "e-commerce" from top to bottom, and expounded its relationship with "Internet economy" and "information economy".

There is also significant research in the academic community on e-commerce. Kalakota and Andrew (1997) proposed that from a business process perspective, e-commerce is a technology application aimed at automating business processes and workflows. Weill and Vitale (2001) defined e-commerce as business behavior in an open network environment that uses information as a carrier. Turban (2018) proposed that "e-commerce" involves buying, selling, transporting, or trading goods, services, and data through the Internet or other networks. It is not limited to online

transactions, but covers all aspects of online business, such as customer service, business cooperation, internal company affairs, etc. This definition is closer to the informatization of enterprises. Zong Qianjin (2013) reviewed relevant research both domestically and internationally, proposing social e-commerce driven by social media and e-commerce, combining social networks (based on interpersonal interaction) with "information based interaction" to market enterprise products and services in the context of social media. Yang Xiu (2014) focused on the online, non face-to-face, integrated services and other features of e-commerce, and pointed out that e-commerce is based on the Internet. It is based on the Internet and uses a browser or a server to help the parties to conduct business in different places, so that they can shop online worldwide and trade online among enterprises, And integrated transactions and services in Internet finance.

With the development of e-commerce, its role in the economy and society is increasing, and the business model of new e-commerce has attracted the attention of various countries. In 2007, the National Development and Reform Commission (2007) defined e-commerce as "a new network economic activity". It is no longer just a new way of trade or circulation based on the network. The e-commerce model reflects the high sharing of information technology networks and the high coordination of social behavior, which promotes the efficiency and effectiveness of economic activities. In 2018, the Standing Committee of the National People's Congress (2018) voted to pass the "E-commerce Law of the People's Republic of China", which for the first time incorporated the main body, business behavior, and contract issues of e-commerce into the legislative level; in many fields such as express logistics and electronic payment, e-commerce was defined, among which the definition of e-commerce was "a commercial activity to buy and sell or provide labor services through information networks such as the Internet". In this definition, the characteristics of e-commerce are clearly defined, that is, commercial activities carried out by information communication networks based on the Internet, whose essential characteristic is "non-face-to-face" commercial activities.

In short, e-commerce is a business activity conducted through information technology and the Internet. It is a process in which business processes, logistics, information flow, and capital flow are circulated online through a network platform

to achieve business goals. Essentially, it is a new form and model of business activity based on the Internet and mobile networks.

Based on the above definition of e-commerce, the development of e-commerce is defined as a comprehensive dynamic evolution process in terms of scale, penetration, and level; the density and morphology of factors. In terms of scale, its development is mainly manifested in the continuous expansion of the scale of e-commerce transactions and the rising proportion of total transaction volume. From the perspective of penetration, it refers to the degree of understanding and utilization of e-commerce by enterprises and its integration with market behavior. Common measurement standards include the proportion of enterprises introducing e-commerce into their daily operations and the proportion of consumers shopping online. At the level, it refers to the enhancement of the development potential and role of e-commerce in larger regions, such as from cities to provinces. Directly related to the horizontal plane are the proportional factor and flow density factor. Generally speaking, the higher the level of e-commerce development in a region, the greater its position and potential in the entire e-commerce system. The larger the scale and variety of static projects, funds, and materials, the higher their quality. At the same time, logistics, funds, information flow; people flow will also be strengthened. At the same time, the development of e-commerce will also bring related information technology, logistics and other supporting infrastructure, thus promoting regional institutional and cultural changes. From the perspective of "business format", the development of "e-commerce" is manifested as continuous innovation and maturity of "specific sub-business formats" and "business models". From telegraph communication to the earliest portal websites, to various business formats in the retail e-commerce period, from core business formats to edge business formats, new business models and formats have emerged and developed.

## **2. Overview of fresh fruit e-commerce**

"Fresh fruit" refers to the fruit or seed of certain edible plants. Fresh fruit refers to a type of edible plant fruit that is mainly juicy, sweet and sour in taste. Fresh fruit is rich in sugars and can be directly absorbed by the body, producing heat and helping digestion. Water is a precious natural resource. Fresh fruit is rich in juice and contains high levels of soluble sugars. Many fresh fruits also contain volatile aroma that can be directly eaten. It can be considered as an additional food that can

be eaten outside of the daily diet. Fresh fruits generally have a shelf life, and after the shelf life, they will rot. Rotten fresh fruits cannot be reused. And as the storage time extends, more nutrients will be lost. The storage conditions must be fresh and frozen.

Fresh fruit e-commerce is a form of using the Internet to facilitate the exchange of goods, and it essentially belongs to e-commerce. Compared to traditional marketing methods, e-commerce has the following advantages: First, it can reduce promotion costs. Using the network coverage, rapid dissemination, and large audience, it reduces promotional costs. Second, it reduces expenses. In this way, it can not only reduce various logistics costs, but also greatly improve work efficiency and reduce transaction costs for both buyers and sellers. Third, it can reduce the procurement costs of enterprises. In the network environment, enterprises can find suppliers with the best prices on the network, thus reducing transaction costs among multiple suppliers in the supply chain. Fourth, it standardizes trade. Through the network, all business activities can be traced on the network platform with high traceability, making transactions more standardized. Fifth, it can eliminate rents, decoration costs and other expenses. For example, WeChat Mall usually has no physical store.

Chen Huaifang (2019) proposed the basic model of fresh fruit e-commerce: one is the integrated e-commerce platform. The integrated e-commerce platform is dominated by third-party platforms such as Meituan and Ele.me, which have high market share and strong brand influence. In the face of multiple platform choices, consumers tend to believe in large platforms and big brands, while integrated e-commerce platforms have more loyal users. However, this platform requires some fees, including logistics, loss, packaging, etc. If customers only buy a small portion, then businesses have to raise the unit price, which is also a difficult thing for customers.

The second is a vertical e-commerce platform. The comprehensive e-commerce platform belongs to the third party and the middleman, which is an industry or enterprise that meets the requirements of the platform. The vertical e-commerce platform is usually a self-operated platform of the enterprise, which focuses more on a certain industry or category and controls every link in the entire product supply chain from manufacturing to sales. For example, Tianmian Fruit



Garden mainly deals with fresh fruits. However, in reality, the emerging vertical e-commerce platforms have no brand accumulation and relatively weak strength; it is difficult to choose suppliers, resulting in supply chain problems. In addition, the initial investment in cold chain logistics, warehousing and brand building is relatively high.

Thirdly, manage your own farmland. Farmer self sales refer to the behavior of farmers or farmers engaging in self production and self sales through the internet. Its advantage is that there is no need to worry about supply chain issues. Due to its close proximity to consumers, it can ensure the freshness of fresh fruits. However, due to the remote location of the breeding farm, transportation is inconvenient, and the variety of fresh fruit cultivation is also relatively limited. The fourth is traditional supermarkets. This is an online shopping platform based on large supermarkets. Although there are guarantees such as cold chain, distribution, and supply chain, the labor costs required to build an online e-commerce platform are additional and unnecessary, such as labor costs such as online operations, packaging, and express delivery. Through WeChat official account, individual entrepreneurs can publish fresh fruits on WeChat, WeChat and other platforms through WeChat, WeChat and other means. Customers can place orders through WeChat and have the seller deliver the goods to their doorstep to reduce losses. Customers can make payment after receiving the goods. This ensures that customers are satisfied with delivery efficiency, quality, and payment.

### **3. Elements affecting fresh fruit e-commerce**

In the context of e-commerce live broadcast, consumers' final purchase decisions are influenced by the professionalism of the live broadcaster. In addition, live e-commerce has the "visible but intangible" pain point, and the live broadcaster can use their own high-quality characteristics to enhance users' confidence and recognition of the goods, thus effectively breaking through the perceived pain point of "intangible" of live e-commerce goods. The live broadcaster attracts consumers to stop in the live broadcast room through their own charm, displays comprehensive, professional and meticulous goods introductions, and creates a relaxed and pleasant atmosphere in the live broadcast room by using limited time, limited quantity, lucky draws, promotions and other forms to enhance consumers' immersive experience. Price is a key factor affecting whether consumers have the willingness to purchase.

The e-commerce live broadcast time is relatively short, and consumers are prone to feel time pressure and easily form impulse purchase decisions (Wang Yan, 2023).

E-commerce live broadcast platforms should focus on enhancing the social presence of the live broadcast room by improving the ability of the live broadcaster and the atmosphere of the scene. For example, cultivating the ability of the live broadcaster's speech, arranging the layout of the live broadcast room in a style consistent with the goods image, or directly moving the live broadcast room into the place of origin of agricultural goods, to stimulate consumers' perception of social presence. As the image of the place of origin of agricultural goods has a significant impact on consumers' perception of trust, when introducing or selecting agricultural goods in the live broadcast room, it is necessary to focus on the place of origin of agricultural goods, choose goods with a positive image of the place of origin, or pass on a positive image of the place of origin to consumers by introducing relevant information about the place of origin, deepening their impression, thereby enhancing consumers' perception of trust, promoting their willingness and behavior to purchase, and achieving sales of agricultural goods e-commerce enterprises (Li Xia & GaoYidan, 2023).

While setting up a live broadcast room in the field or at the production and processing site of agricultural goods, agricultural goods merchants need to increase the visual appeal of the picture as much as possible, highlight local characteristics, attract consumers through real and vivid visual images, and enable consumers to comprehensively and stereoscopically understand goods information while being attracted by the live broadcast images, thus inspiring consumer trust. Improving picture quality helps to stand out from homogenized merchants, enhance visual appeal, increase the viewing retention rate of potential consumers, and promote marketing effectiveness. The live broadcaster of the live broadcast room should have timely and good interaction with consumers, try to answer all questions, and make consumers feel that the merchant is present in real time. This requires the live broadcaster to make sufficient preparations for the background knowledge related to agricultural goods before taking up the job, ensure that they can accurately introduce goods to consumers in the live broadcast and respond to questions in the first time, create a friendly live broadcast atmosphere for agricultural goods consumers,

enhance consumer trust, and improve the effectiveness of live broadcast marketing (Yang Yanyan, 2023).

Businesses can focus on the control of time rhythm during live broadcasts, conduct flash sales at specific prices at nodes with high traffic in the live broadcast room, and appropriately use marketing techniques to promote consumers' stronger willingness to purchase, thereby improving the conversion rate of live broadcasts. Scholar Cheng Yundi (2023) pointed out in the journal of smart agriculture that the content quality, logistics service, entertainment and attractiveness of agricultural goods have significant positive effects on consumers' perceived value (Yang Yanyan, 2023).

Consumers tend to choose goods with high-cost performance. By improving goods quality, businesses can attract consumers' attention and reduce the probability of returns and exchanges. Through certain price incentives, consumers' willingness to purchase goods can be increased, thereby improving sales performance. Businesses should select suitable live broadcaster. Due to the professionalism, popularity, and personal charm of live broadcaster, they have a significant impact on consumers' willingness to purchase. Therefore, in the actual live broadcast process, businesses should try to select live broadcasters with strong professional ability, high popularity, and strong personal appeal, so as to increase consumers' willingness to purchase and improve sales performance in the live broadcast room. In addition, it is necessary to select live broadcasters who can have good interactions with consumers as much as possible, so as to increase consumers' willingness to purchase and improve the sales volume of goods in the live broadcast room. Businesses should improve the background of live broadcasts. By improving the scene of the live broadcast room, it can enhance consumers' social presence and promote goods transactions (Wang Yajie, 2023).

We should accurately consider our own role to match "people" and "goods", so that the three elements of "people", "goods" and "field" can react chemically to achieve a multiplier effect (Dong Yuhui, 2022).

Scholar Hu Zuohao & Hong Ruiyang (2022) pointed out that Live broadcaster is showcase and explain goods in a vivid and intuitive way. Customers interact with live broadcasters in real-time through bullet comments in the live broadcast room, discussing goods usage, price promotions, after-sales support, and other issues. This

not only meets the personalized consumption needs of customers, but also enhances their purchasing experience. Customers will further obtain information through search, interaction, and going to the store to experience, transitioning from passive content outreach to active information gathering, and generating purchasing tendencies (such as "receiving coupons to lock in benefits", "joining members to receive gift packages", "joining shopping carts", etc.). The development of mobile Internet has promoted the rise of social e-commerce platforms such as Tiktok and content platforms such as Xiaohongshu. The social attributes and sharing attributes in these scenarios have attracted a large number of potential customers. Enterprises carry out effective content marketing based on the platform, which can realize the diversion from "public domain" scenarios (such as major e-commerce platforms, offline stores, etc.) to "private domain" scenarios (brand names and apps, small programs, etc.).

The connotation and extension of "people, goods, and venues" in live broadcast show a trend of expansion and refinement. Publishing institutions have transformed from the outside in, begun to incubate their own professional live broadcasters, create their own advantageous goods, and build their own characteristic venues. The three form a symbiotic relationship that is interrelated and three-dimensional. Different scene construction allows the audience to gain richer perception and experience, which helps to form a stickiness between the audience and the scene. The timely release of live broadcast previews, fan welfare information, and active guidance of members within the group for communication and interaction in the fan group can also further deepen the customer's trust in the brand. In addition, holding offline activities on a regular basis can also further deepen customer's trust in the brand (Zhu Kexin, 2023).

Whether the live broadcast scene is unique, whether the host's expression can make consumers feel physically and mentally happy, and even whether the goods and brand have cultural connotations are increasingly becoming important factors that influence consumers to pay. The host line (including the host and the deputy host), the operation line (including the operation, the on-site control, and the central control) have a clear division of labor, each performing their own duties to ensure the smooth progress of the live broadcast (Lin Lin, 2023).

Live broadcast marketing still follows the sequential logic of "people-goods-field" in the new business context, but has undergone new evolution and upgrading, forming a community dominated by "people", with "goods" as the core and "field" as the carrier, where "people-goods-field" are interrelated and integrated in a three-dimensional way. As a network salesperson, the live broadcaster has the functions of brand marketing and content "planting" through oral broadcast and interaction in the live broadcast. It provides deep and real-time corporate brand and goods display, bringing users a richer, more direct and real-time interactive experience with enterprises and businesses, thus making it easier to enhance the conversion rate of marketing. In the process of live broadcast, the selling points of goods are fully displayed, the content creation is highly oriented, and the interest points of consumers can be continuously created according to the progress of live broadcast, thus guiding the audience to stimulate the demand that was not planned originally or new demand (Liu Dongfeng, 2022).

The image of the live broadcaster is crucial to influencing consumers' purchasing decisions, shaping brand image, improving consumer stickiness, conveying trust, and creating a pleasant shopping experience. Consumer attention is extremely limited, so companies should pay attention to the construction and management of the live broadcaster's image if they want to enhance the effect of live broadcast. During the live broadcast, it is also important to ensure that cameras, lights, and other equipment can highlight the live broadcaster's image and amplify its advantages (Tan Shuyi, 2023).

The professional qualities and working hours of the live broadcaster have a significant impact on consumers' positive emotions. The recognition of the live broadcaster has the greatest impact on consumers' risk perception, followed by price promotion. Physical enterprises can also expand their brand promotion efforts through live broadcast market. By implementing multi-scenario marketing (such as cargo insurance, quality assurance, and timely logistics), it can effectively reduce customers' risk perception of products and enhance their purchase confidence. Before live broadcast, the live broadcaster should have a comprehensive understanding of the characteristics, taste, and usage methods of the agricultural products they sell to ensure accurate promotion of the products during the live broadcast, and answer customers' questions in a timely manner to ensure a good

shopping experience for customers. At the same time, agricultural production enterprises should also pay attention to the planning of live broadcast marketing projects, grasp the promotion time according to different agricultural product sales characteristics. On this basis, through reasonable setting of promotion time, strengthening interaction, optimizing the design of shopping guide webpage, it can effectively induce customers' purchasing behavior (Xia Zhihua, Luo Weiyi, 2022).

High-quality content, incentive mechanisms, and the personality charm of online celebrities are important factors that affect fans' purchasing behavior during live broadcasts. When deciding to purchase, price is an important consideration. Online discounts, special offers, and other price promotions can enable businesses to gain an advantage in the market while also directly addressing consumers' pain points. Based on high-quality, low-cost products, we create high-quality content, improve our ability to discover and interpret product tipping points, and provide answers to customers. At the same time, through various forms of promotional activities such as traffic restrictions, subsidies, discounts, etc., we ensure that live audiences continue to pay attention to our live broadcasters and corresponding products. Through private messaging, comments, reviews, and other forms, we expand interactive channels; through links and other methods, we enhance interaction with fans, increase fans' freshness and intimacy with the products sold, and generate a strong interest in live broadcast marketing among fans, who are actively experiencing the products for sale. Fully and objectively sharing users' experience with the product is essential to promoting fans' willingness to purchase the products recommended by the live broadcasters. Combined with a large amount of "latest historical predictions" information, rational selection of products with good reputation, quality, and cost-effective features can improve the shopping experience. Taking advantage of the non-contact purchase advantages of product live broadcasts, we actively lay out Tiktok, Kwai, Yingke; on platforms such as Douyu, we appropriately cultivate and employ some personalities, influential live broadcasters, and even online celebrities to expand online consumption channels. Physical enterprises can use live broadcasts for marketing to expand brand promotion and influence. Based on research on the consumption habits of platform fans, we create popular products that consumers like from a practical and novel perspective. (Liu Pingsheng and Shi Yongdong, 2020).

The live broadcast scene and the identity of the host are more authentic and relevant to the image of life and agricultural goods, which can easily bring trust to consumers and trigger their willingness to purchase (Luo Dan, 2023).

The quality and safety of fresh goods, reasonable prices, and rich varieties of fresh goods indicate that quality, price, and variety have a significant impact on consumers' purchase willingness. Ordering online and picking up offline meets consumers' purchase needs, with high efficiency in goods distribution, online reviews promoting consumers' access to useful information, and regular promotions and preferential activities enhancing the shopping experience. In the research of the era economy and trade, it is pointed out that corresponding wide distribution range, fast distribution speed, and reasonable distribution costs indicate that consumers have a high overall degree of concern about logistics and distribution. Reasonable distribution costs can reduce consumer costs and make consumers more willing to purchase. Improving the quality of platform service, customer service personnel should receive professional induction training before entering the job, actively and patiently communicate with consumers, and have clear channels for solving after-sales problems in a timely manner. This can bring good shopping experience to consumers (Lu Mixue, 2023).

From consulting to purchasing, the customer service team should make every effort to help customers solve problems and provide good after-sales tracking services, while maintaining care for consumers. After purchasing fresh food from e-commerce companies, if customers are satisfied, they can help businesses to promote their goods, while if they are not satisfied, they can negotiate with businesses for returns or exchanges. Enterprises can create their own brands to ensure the overall quality of fresh goods, and gradually develop a high-quality brand development concept, which can bring higher-quality fresh goods to consumers. Implementing a strategy of matching price levels can effectively strengthen the overall service image of fresh food e-commerce enterprises, allowing them to establish a certain brand image in the hearts of consumers. This can help consumers understand the high quality of goods corresponding to high prices when purchasing the same type of fresh goods, thus effectively improving consumers' own awareness of the grading concept of fresh goods and creating a more high-quality brand image. Differentiated pricing should be implemented according to goods types. Enterprises

can implement differentiated pricing according to different types of fresh goods. Fresh food e-commerce enterprises can cooperate with community merchants to conduct surveys and analysis on fresh goods with high overall sales volume in corresponding regions using back-end analysis technology. After implementing standard processing and packaging for the goods, enterprises can hand them over to merchants within the community for distribution. This can effectively improve the convenience of fresh food e-commerce enterprise services, and then provide consumers with faster goods delivery services. In the national circulation economic research, it is pointed out that when promoting high-frequency goods, customers can receive more attention, and sales volume can also be increased under the promotion activities, which can effectively drive sales of other fresh goods, thus realizing losses caused by promotional activities (Li Simin, 2023).

Zhang Guozheng (2017) pointed out that according to research, the safety value, functional value, emotional value, environmental friendliness value, and economic value of agricultural goods have significant positive effects on purchase willingness.

According to the above literature research, the elements affecting consumers' online purchase is shown in the following table 2.1.



**Table 2.1** Live broadcast management elements analysis

Live broadcast management elements	Wang Yan (2023)	Li Xia (2023)	Yang Yanyan (2023)	Cheng Yundi (2023)	Wang Yajie (2023)	Dong Yuhui (2022)	Hu Zuohao (2022)	Zhu Kexin (2023)	Lin Lin (2023)	Liu Dongfeng (2022)	Tan Shuyi (2023)	Xia Zhihua (2023)	Liu Pingsheng (2020)	Rodin (2023)	Lumixue (2023)	Li Simin (2023)	Zhang Guozheng (2017)	Total
Live broadcaster analysis	√	√	√	√	√	√	√	√	√	√	√	√	√	√			√	15
Fruit goods display and consistency		√		√	√	√		√		√		√			√		√	9
Live broadcast scene		√	√		√	√		√	√	√	√			√			√	10
Price setting	√						√					√	√		√	√	√	7
Live broadcast process	√		√				√			√			√		√	√		7
Sales services			√				√					√	√		√	√	√	7
Logistics service				√											√	√		4
Branding							√	√	√	√		√	√				√	8

According to literature review, we found that there are 8 elements that will affect consumers' online purchase in Guangxi, including live broadcaster analysis mentioned by 15 experts, fruit goods display and consistency mentioned by 9 experts, live broadcast scene mentioned by 10 experts, price setting mentioned by 7 experts, live broadcast process mentioned by 7 experts, sales services mentioned by 7 experts, logistics services mentioned by 4 experts and branding mentioned by 8 experts.

## Consumers' online purchase related theory

### 1. Network interpersonal communication theory

The relationship between people has always been a focus of attention. With the rapid development of the Internet, its expression has also changed. So, there is no unified concept in academia regarding interpersonal communication. Scholars Wilmot and Hocker (1991) pointed out that interpersonal communication cannot be limited to individual communication, and the nature of interpersonal communication will change with the presence of a third party. Bochner and Ellis (1992) argue that communication refers to people guiding the thoughts and meanings of others through speech or speech. Shao Peiren (1998) believes that communication between people refers to the process in which two or more individuals exchange information, express thoughts, and feelings through verbal or nonverbal symbols. Hartley (2002) defined interpersonal communication as a process of mutual replication based on its application field. Different people have their own unique communication methods and content, which reflect their individual personality traits and social roles. Trenholm (2005) proposed a situational oriented theory of interpersonal communication, namely binary communication. Xue Ke and Yu Mingyang (2007) defined interpersonal information exchange as the exchange of information between individuals, groups, and groups.

In the online environment, interpersonal communication activities have shown new characteristics, leading to new changes in the subject of interpersonal communication. The interpersonal communication through computer media refers to people communicating information and emotions through non-verbal means (such as text, network symbols, etc.) through the internet, in non face-to-face situations. In the 1990s, foreign scholars conducted extensive research on this topic. Unlike in China, research on online interpersonal communication in foreign countries mainly focuses on exploring its specific internal content and conducting in-depth analysis of its relationship with social interaction. For example, Knapp and Daly (2002), based on the existing research results, will deeply explore the impact of the emerging Internet on interpersonal communication, and regard it as a key element of interpersonal communication. Based on the analysis of the characteristics and methods of interpersonal communication in the internet, Chinese scholar Peng Lan (2001) focused on exploring the significant role of social media in interpersonal

communication, and explored its profound impact and countermeasures in future social communication models. Zhao Gaohui (2009), based on the interpersonal communication theory on the Internet, discussed such hot issues as anonymity, interactive behavior and identity recognition of netizens in the new era. He summarized and organized the basic knowledge of the subject. On this basis, Ji Dan (2016) established a regulatory mechanism for information transmission through trust in network participation, revealing the regulatory mechanism of trust on network participation and communication effectiveness.

When individuals are immersed in the information dissemination environment of the Internet, their space and time are no longer limited, and the communication subjects and objects exhibit decentralized, diverse, and unstable characteristics, which are greatly different from traditional interpersonal communication. In this process, the status of the medium has also shifted from a pure information disseminator to a producer and publisher. With the innovation of online live broadcast technology, interpersonal communication in the e-commerce live broadcast environment presents a multi-dimensional interactive characteristic. In the live broadcast room, e-commerce live broadcast interacts with users and can respond to the massive content posted by users. In this way, the answer of e-commerce live broadcast is not only for one customer, but for all consumers, which greatly breaks through the barriers of information transmission. At the same time, other users can also respond to this user on the e-commerce live broadcast platform to add questions or make inquiries. In the live broadcast room, customers can also comment and communicate information and emotions. In online live broadcast, due to its inherent uncertainties, the transmission of personal information in the network presents a dynamic and two-way characteristic, allowing people to freely enter and exit the live broadcast room. This enables the relationship between the online live broadcast platform and consumers to be established at any time, making it difficult to establish a stable cooperative relationship. In the large environment of e-commerce live broadcast, the communication structure between e-commerce live broadcasters and consumers presents a peer-to-peer relationship. Because the goal of the entire communication is clear, both parties can easily reach an agreement, which promotes the dissemination of information to a certain extent and makes e-commerce live broadcast more focused on product information and functions.

## 2. Virtual community theory

The word "community" originated in Latin and means concentration. In the traditional sense, "community" is a social space, which is a group composed of individuals or groups with certain social attributes and certain social functions. In the process of socialization, "community" has been given new meaning. Traditional community theory believes that the generation of community depends on a certain degree of publicity, which is the basis for connecting various members and forming a certain social network. The core logic of community is manifested as self-organized communication in the community, while the external communication of the community is manifested as the continuous division and integration of emotional values within the community. Overall, community is a structure with both a common emotional foundation and a strong self-identity isolation mechanism. It has high cooperation efficiency.

With the rapid development of Internet information technology and the upgrading of mobile terminal equipment, community communication has entered a new era. Virtual communities represented by QQ, WeChat, Weibo, and others are quietly changing people's communication patterns. American scholar Rheingold (1993) first proposed "virtual community" in 1993, which refers to a social group based on the Internet, with common cognition, willing to share and communicate. Hagel and Armstrong (1997) argue that virtual communities are interactive environments formed based on interest aggregation. Scholar Barry and Milena (1999) proposed to extend the concept of "real communities" to "virtual communities," but did not agree with the theory that "virtual communities" are "artificial communities.". Bai Shuying and He Mingsheng (2003) pointed out that groups in modern online communities are composed of electronic spaces, themes, posts, and roles. Gupta and Kim (2004) proposed that although members in virtual communities do not know each other, they spontaneously gather together due to their common interests or goals, forming a relatively stable network relationship field; Participate in relationship construction, knowledge sharing, emotional exchange, and economic trade. Zhang Hua (2014) believes that, driven by common interests or interests, a group of people with the same views, interests, and tendencies gather together, forming a new online environment. Its essence is a conflict of interests and words.

Therefore, based on a review of existing research, the author proposes that:

- (1) group relationships: individual to individual, individual to group, group to group.
- (2) frequent interaction: more interactions, more information sharing, and higher organizational network strength;
- (3) using the network as a carrier of their own lives.
- (4) having a common purpose, common interests, common emotions, common interests, common feelings, common hobbies, is the foundation for the existence of a virtual group.

### **3. Consumer Cognition**

Cognition is a process of perception, learning, or thinking about the knowledge one has received and learned. Research has shown that cognition is a process of information processing. Chinese scholars Peng Danying and Zhang Biyin (2004) believe that "cognition" refers to a way of thinking when acquiring and using knowledge. Currently, the academic community divides cognition into two levels: "cognitive process" and "cognitive structure". On this basis, a new concept - cognitive process - is proposed. Scholar Hilgard (1980) pointed out that the acquisition, storage, and application of information by individuals are the main ways of cognition. The cognitive process of people can be divided into controlled and automated. Shiffrin and Dumais (1981) proposed that "controlled" processing refers to the directional control and domination of information through one's own perceptual experience or long-term memory under specific conditions. Automation is the process of unconsciously processing information. However, there is currently no consensus in the academic community on the concept of cognitive structure. In the past, most studies regarded cognitive structure as a large amount of knowledge in one's memory and its interrelationships. In China, most scholars believe that "cognitive structure" is a concept different from "knowledge structure", which is a kind of "knowledge structure" formed in one's mind. The formation and development of cognitive structure is a complex psychological issue.

Consumer cognition of product information consists of two aspects: one is the processing of product information by consumers, and the other is the static knowledge structure formed by it. For consumer cognition, foreign scholars have done a lot of research. Liu et al. (2016) explored the transformation mode of customer cognition in social online games from the perspectives of cognitive incongruence and experience change. Antonella and Stefan (2017) studied the

perception of consumers on fruit and vegetable products, and the results showed that as the level of consumer cognition increases, the familiarity of the product also increases, resulting in a higher willingness to purchase. Pournarakis (2017) found that consumers' cognitive level plays an important role in brand perception and brand equity. At present, domestic research mainly focuses on brand positioning and competitiveness. Based on empirical research on brand positioning models and from the perspective of consumer perception, Xu Peng (2009) established a theoretical model of consumer brand knowledge and conducted empirical research on it, and proposed corresponding marketing strategies accordingly. Qi Zhenhong and Wang Ruizong (2010) conducted a survey on the cognitive status of consumers of genetically modified foods and made improvements to it. Xiang Yang et al. (2010) studied corporate social responsibility from the perspectives of consumer perception and corporate social responsibility. Song Yafei and Yu Qiannan (2011) explored the relationship between consumers' cognitive level of green food and their purchasing behavior in Dalian through empirical analysis, and proposed relevant policy suggestions. Lai Junming (2016) examined how changes in different brand spokespersons affect consumers' brand perception.

Regarding the division of consumer cognitive dimensions, scholars at home and abroad have reached a relatively mature level. Foreign scholars Engel and Kollat (1978) defined the cognitive level of consumers based on product knowledge. Later, Alba and Hutchinson (1987) divided customer cognition into "familiarity" and "expertise". Brucks (1985) divided customers' knowledge of products into subjective knowledge, objective knowledge, and experiential knowledge, and provided specific explanations for each. Petty and Cacioppo (1986) proposed a refined likelihood model (ELM) about the possibility of information processing. Park and Lessig (1981) proposed in their previous research that subjective knowledge refers to the degree of trust consumers have in their own product knowledge, that is, consumers' subjective knowledge affects their consumption decisions more than objective knowledge, and they evaluate their purchase decisions more through internal information (such as product attributes). On this basis, researchers Rao and Monore (1988) believed that consumers lacking product knowledge are more likely to consume through external factors such as product prices. He Xiaozhou and Liu Hui (2012) took household appliance companies as an example and conducted empirical analysis, concluding

that the company's social responsibility has a certain impact on their purchasing decisions. On this basis, this article proposes five countermeasures to improve the social responsibility of Chinese enterprises.

#### 4. Consumer behavior

Since 1975, research in the field of consumer behavior has made significant progress. In this year, scholars Ajzen and Fishbein (1980) first proposed the definition of consumer behavior, which they believed to be the possibility of individual behavior in the consumption process, that is, certain behaviors that consumers may perform in the future. They believed that customer behavior refers to the positive intention of customers for a certain service, that is, the degree of customer's active participation in a certain activity. This view emphasizes the importance of consumers' intentions in determining their behavior. When a person has a positive intention for a certain activity, he may perform better in specific actions and thus be more likely to achieve this behavior. According to Smith and Swinyard (1983), the behavior of consumers is essentially the possibility of a person's future behavior. Ajzen and Drive (1991) believed that before an action occurs, intention is an important prerequisite for representing the action, which can make correct explanations for the following actions.

Engel and lackwell. (1994) proposed that in attitude theory, consumers' overall perceptions of a topic are determined by their own feelings about the topic. Consumers' perceptions of a product affect their behavior. Consumer attitudes include two aspects, namely, attitudes play a role in behavior and play a decisive role in behavior. As shown in Figure 2.1.

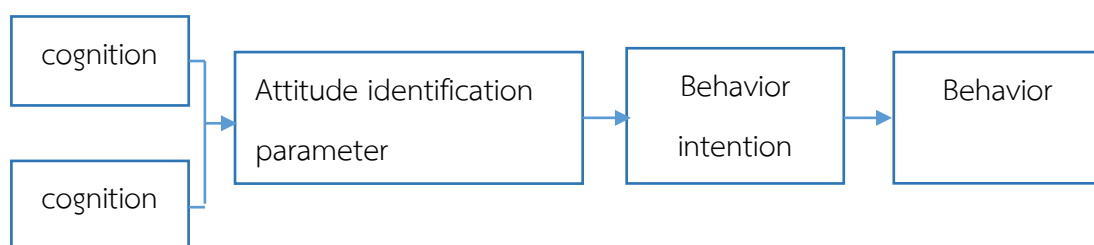


Figure 2.1 Cognitive behavior

In recent years, scholars at home and abroad have made great progress in the study of consumer behavior and classified it. Boulding et al. (1993) divided customer purchase behavior into two categories: repeat purchase and recommendation. Staelin (1993) et al. divided customer consumption behavior into two categories: repeat purchase and recommendation. Mittal and Lassar (1993) used two indicators (i.e., "purchase" and "suggested purchase") to characterize consumer consumption behavior. Haemon (1999) proposed the behavior of customer recommendation and repurchase. Gronholdt, Martense, and Krisensen (2000) proposed four different types of customer purchase behavior: repurchase, cross-purchase, recommendation, and price tolerance. Dong Dahai and Jin Yufang (2006) proposed three types of consumer behavior based on existing research: repurchase, word-of-mouth communication, and premium purchase. Yang Jidong (2010) believed that consumers would have purchase and re-dissemination behaviors when they were affected by bad online word-of-mouth.

### **5. Consumer online behavior**

With the rapid development of the Internet, people's research on consumer behavior is also expanding. Overall, the academic research on consumer online behavior is generally consistent, focusing on analyzing the interaction mechanisms between various factors from a theoretical perspective and conducting empirical research based on this. On this basis, make reasonable explanations and predictions for consumer online behavior. Generally speaking, there are many factors that can affect consumer online usage behavior. Based on the traditional consumer behavior theory, this project studies the online behavior of consumers from three aspects: consumer characteristics, store characteristics and Internet environment characteristics.

Research related to consumers' own characteristics. Scholars Bellman et al. (1999) believe that online search is an important factor affecting their purchasing decisions. Korgaonkar and Wolin's (1999) research shows that demographic factors have a certain impact on consumers' online shopping behavior. On this basis, this research will explore how the motivation of online shopping affects consumers' purchasing behavior, and explore the possibility of online shopping, information gathering, interaction, and socialization. Economic incentives have a significant negative relationship with transaction security and personal privacy concerns.



Avoidance, interaction, economic motivation; age and monthly income have a significant impact on the frequency of online shopping. Rusell et al. (1999) from the perspective of consumer psychology believe that demographic characteristics and online shopping convenience are important factors affecting consumers' online purchasing behavior.

Research related to factors such as website technology. In online shopping, price classification functions, product categories, and information richness have a significant impact on shopping decisions. Zellweger (1997) and others found that in online shopping, customers' awareness of price competition is directly proportional to online shopping. Spiller and Lohse (1997) conducted extensive empirical research on the online retail industry and found 35 characteristics of the online retail industry. Convenience, payment methods, and search all affect the transaction volume of online transactions. Eighmey and McCord (1998) believe that users prefer to browse sites with clear interfaces and simple operations, while those with personalized and interesting sites leave a better impression. Swaminathan (1999) research shows that in online shopping, websites with price advantages and the ability to quickly cancel orders are the most popular.

Research related to the characteristics of website environments. Ye Wen (2001) based on traditional consumer behavior theory, proposed that customer online purchasing behavior is influenced by both internal and external factors. External factors include network infrastructure conditions, transaction security and reliability, network environment and network culture, and product price and quality. Internal factors mainly include gender, age, and education level; Wu Lijun (2001) analyzed consumer psychology, product price, website security and reliability, and proposed some relevant suggestions and measures based on these factors. Wang Xixi (2001) based on GVU network research data, combined with demographic statistics, online consumer characteristics, and online retailer characteristics, constructed a theoretical model of online consumer online purchasing behavior.

## Related Research

In the early stages of e-commerce, product information and functions were mainly displayed through two-dimensional planes such as text and images. Before purchasing, consumers often relied on these static displays and limited online reviews to understand the actual situation of the product. However, with the changes of the times and the upgrading of consumer demand, this traditional display method has been unable to meet the expectations of modern consumers. Modern consumers are more in pursuit of personalization, experiential and authenticity. They hope to understand the product more intuitively and obtain a more authentic shopping experience. Against this backdrop, e-commerce live broadcast came into being, bringing a new shopping experience to consumers in its own unique way.

E-commerce live broadcast is not only a simple commodity display platform, but also a bridge for deep connection between commodities or businesses and consumers. Through live broadcast, businesses can display commodities in real time, allowing consumers to observe the goods from multiple perspectives and understand their details and characteristics. At the same time, the interactive links in the live broadcast also allow consumers to ask questions in real time and obtain more accurate product information. More importantly, e-commerce live broadcast highly recreates the real offline consumption situation. Consumers can feel a similar shopping atmosphere to that of physical stores, thus allowing them to purchase with more confidence. This immersive shopping experience allows consumers to feel like they are in a physical store, establishing a closer connection with the goods and businesses.

The emergence of e-commerce live broadcast has not only changed consumers' online behavior, but also promoted innovation and development in the e-commerce field. It provides consumers with a more authentic and intuitive shopping experience, meeting the modern consumers' needs for personalization, experiential and authenticity. In the future, with the continuous advancement of technology and the changing needs of consumers, e-commerce live broadcast will continue to play an important role in the e-commerce field, bringing consumers a more colorful shopping experience.

According to scholars such as Erkan and Evans (2016), experiential and contextual marketing can significantly increase customer engagement, thereby

stimulating their purchase intentions. Scholar Tan Yuli (2017) characterized online live broadcast as "opinion leaders" and proposed that factors such as "experts" and "authority" have a certain impact on consumers' online behavior.

Dong Peng et al. (2018) found that in recent years, as people's pace of life has become faster and their sense of self-comparison has become weaker, they have increasingly relied on friend recommendations, celebrity recommendations, and other methods for shopping. E-commerce live broadcast, by detecting the source of products and recommending the most valuable products to consumers, improves consumers' trust and recognition, thus influencing a series of online behaviors of consumers.

Meng Lu et al. (2020) suggested that e-commerce live broadcast also has a celebrity effect. He used the theory of traffic to explain its impact on customer purchase behavior.

Liu Fengjun et al. (2020) pointed out in their research that compared to traditional online shopping methods, simple static graphic web pages can no longer meet the needs of modern consumers for obtaining product information. In this context, e-commerce live broadcast has emerged as an emerging online shopping guide. E-commerce live broadcast, with its intuitive and comprehensive characteristics, provides consumers with explanations and displays of product details and functional effects, greatly enriching their sensory experience. During the live broadcast process, consumers can interact with live broadcast merchants in real-time and high-frequency. This diversified communication method not only solves the problem of information asymmetry between consumers and merchants, but also brings consumers a richer, more direct, and real-time shopping experience. This new shopping model makes the relationship between products, consumers, and live broadcast merchants closer.

However, although the rise of e-commerce live broadcast has attracted the attention of academia, existing research mainly focuses on the development of e-commerce live broadcast platforms, and there is still relatively little in-depth research on e-commerce live broadcast itself. Currently, explanations for e-commerce live broadcast often remain superficial, simply attributing it to the role of online celebrities or opinion leaders. However, in fact, with the continuous enrichment of the connotation of e-commerce live broadcast, this simple

classification cannot fully reflect the characteristics of e-commerce live broadcast and its relationship with consumers' online behavior. Therefore, exploring the mechanism of e-commerce live broadcast on consumers' online behavior characteristics has important theoretical significance. This not only helps us to better understand the internal logic and development trend of e-commerce live broadcast, but also provides businesses with more effective marketing strategies and promotes the sustainable development of the e-commerce industry.

## Chapter 3

### Research Methodology

This research objective is to development of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. the researchers have the following procedures;

Step 1 To study the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi. Interview forms. Sample group: 12 e-commerce live broadcast entrepreneurs, live broadcaster, senior e-commerce management personnel, and experienced consumers. including 3 e-commerce live broadcast entrepreneurs, 3 live broadcasters, 3 senior e-commerce management personnels, and 3 senior business live broadcast consumers.

Step 2 To evaluate elements and create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. Evaluation elements forms. Sample group: 17 experts and scholars with knowledge in modeling and e-commerce live broadcast, including 2 modeling experts, 5 e-commerce live broadcast experts, 5 live broadcast marketing experts, and 5 successful e-commerce live broadcast entrepreneurs.

Step 3 To evaluate the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. Evaluation live broadcast management model forms. Sample group:6 experts and scholars with knowledge and expertise in e-commerce live broadcast, including 2 e-commerce live broadcast experts,2 live broadcast marketing experts, and 2 successful e-commerce live broadcast entrepreneurs.

Step 4 To experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. Questionnaires. Sample group: 336 live shopping consumers in China were randomly selected online, including students, office staff, workers, government officials, freelancers and others. The whole research process steps summarized as shown in Figure 3.1.

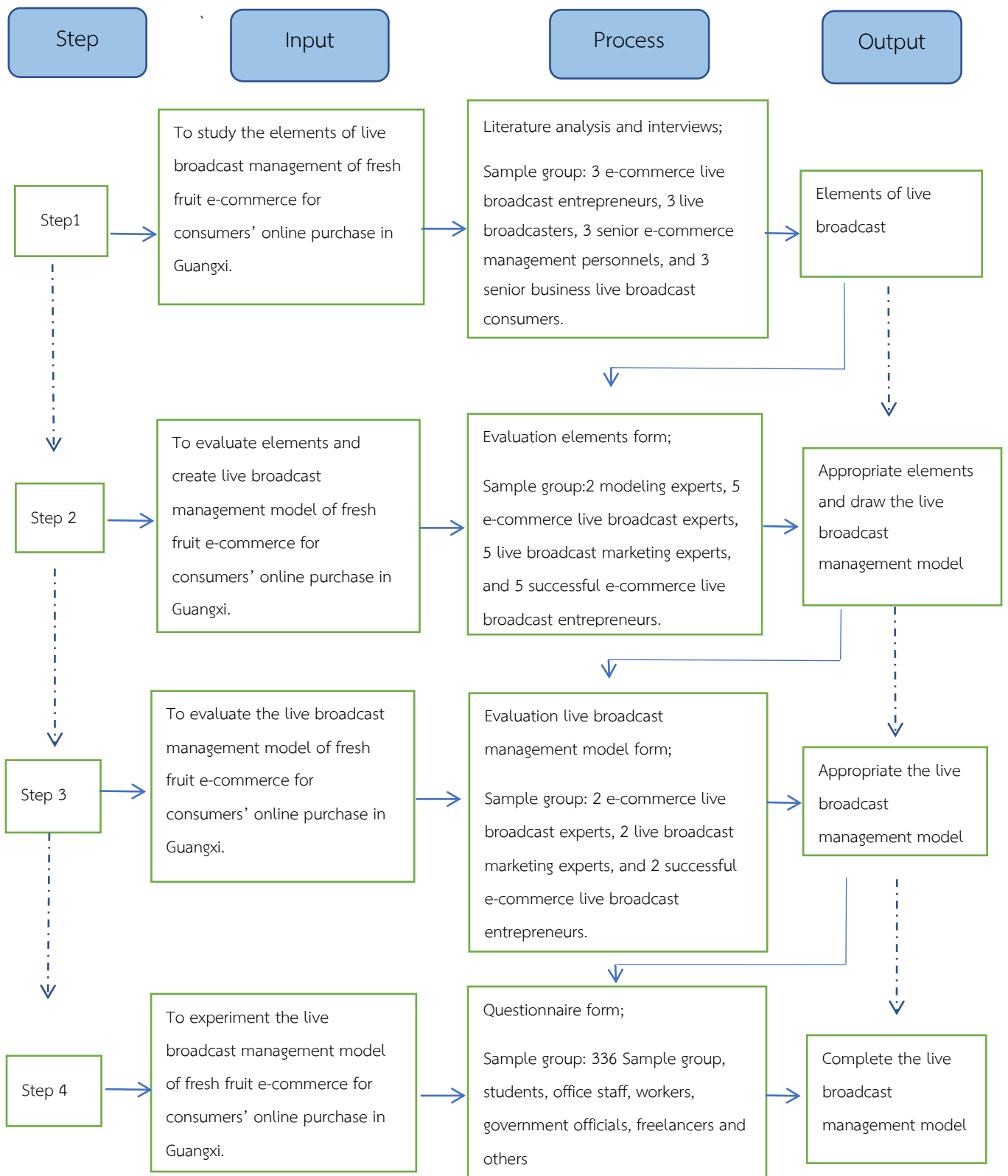
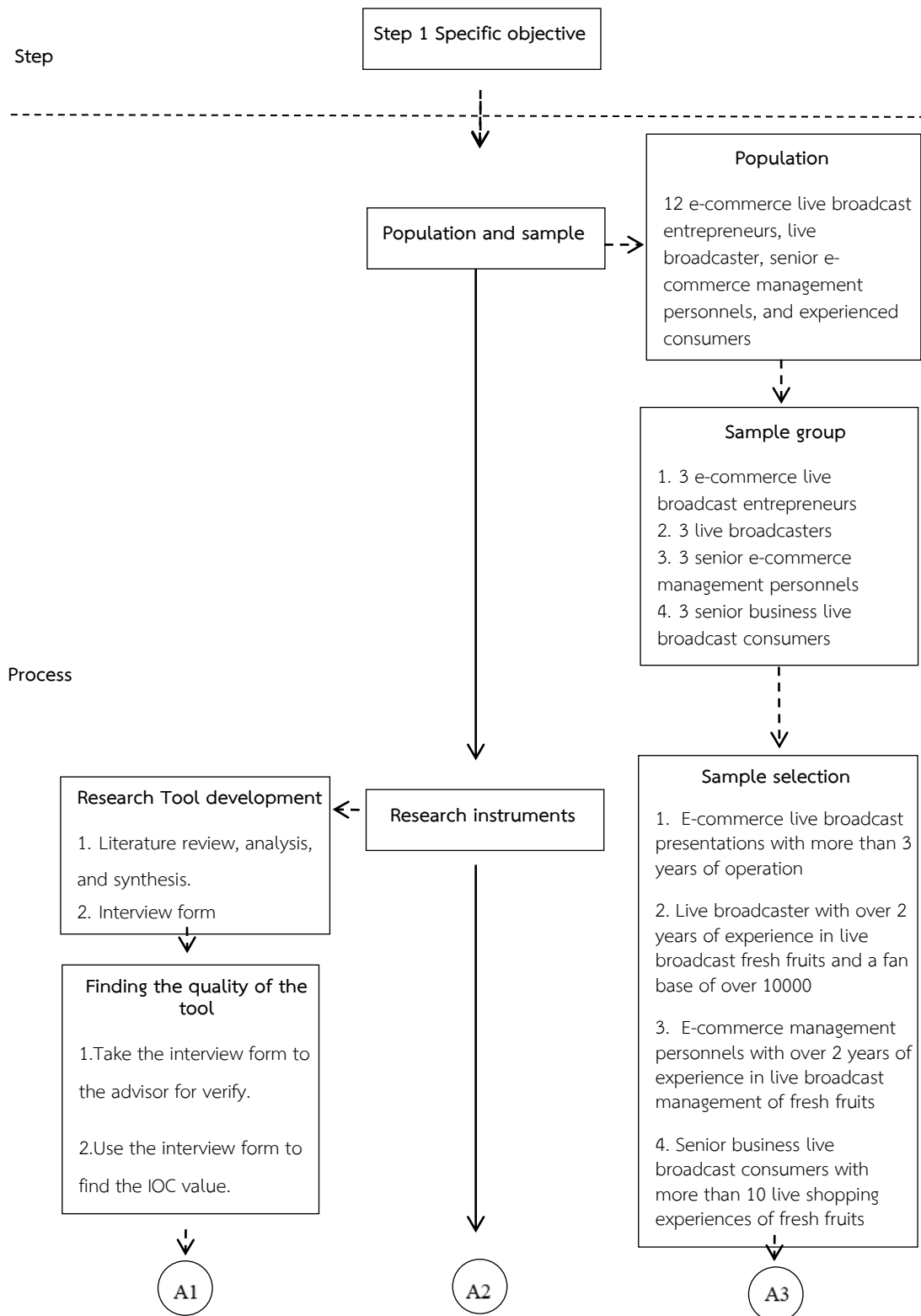


Figure 3.1 Research Process

The research process can explain in detail as follows:

**Step 1** To study the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi. as shown in Figure 3.2



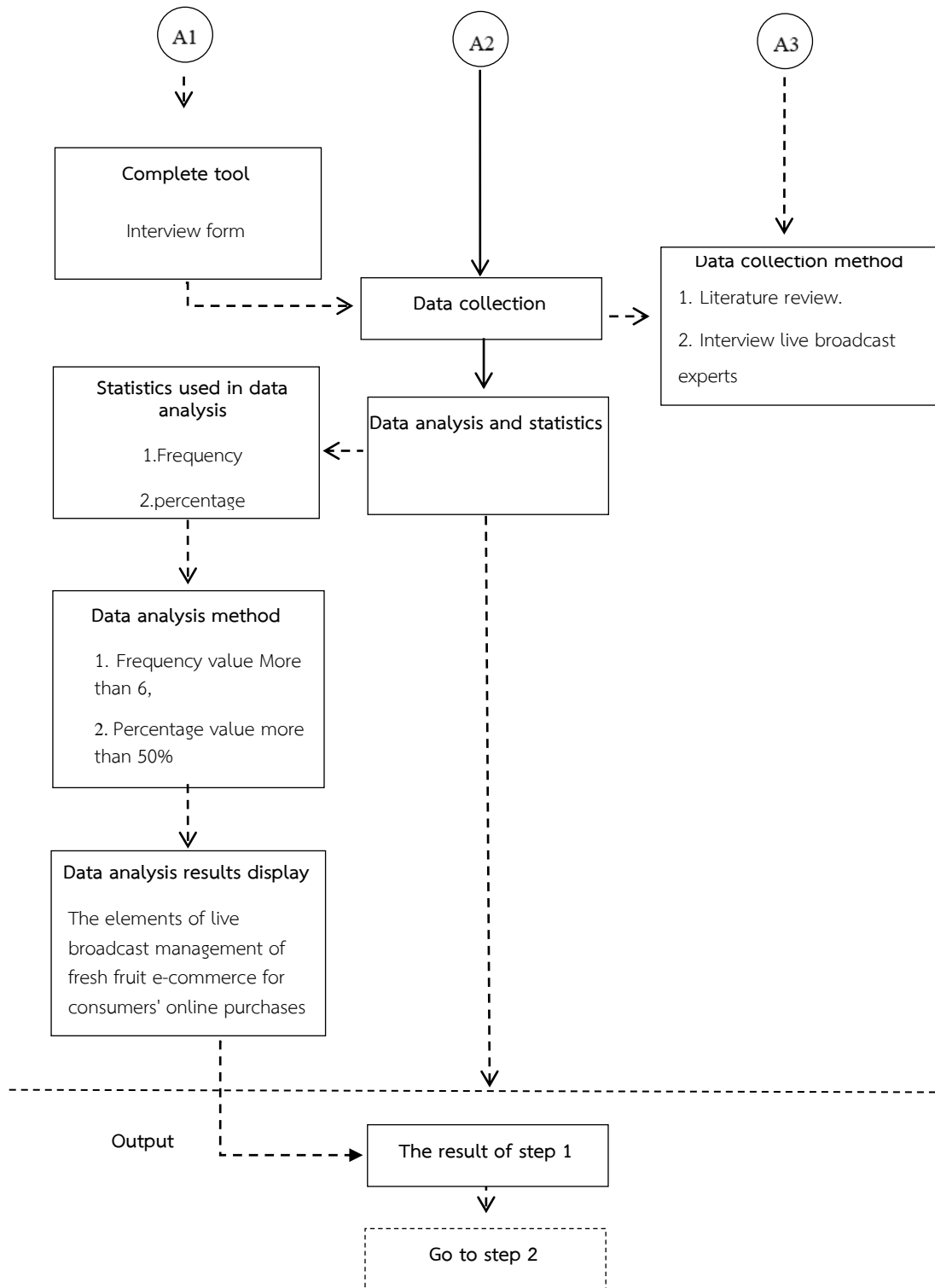


Figure 3.2 Details of the research process step 1



In this research study the researcher has defined the characteristics of the research informant group. research tools data collection and data analysis in each step as follows

### **Step 1 To study the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi.**

The population groups include e-commerce live broadcast entrepreneurs, live broadcaster, senior e-commerce management personnel, and experienced consumers.

1. The selection criteria for e-commerce live broadcast entrepreneurs with more than 3 years of operation

Number of 3 persons

2. The selection criteria for live broadcaster with over 2 years of experience in live broadcast fresh fruits and a fan base of over 10000.

Number of 3 persons

3. The selection criteria for e-commerce management personnels with over 2 years of experience in live broadcast management of fresh fruits

Number of 3 persons

4. The selection criteria for senior business live broadcast consumers with more than 10 live shopping experiences of fresh fruits.

Number of 3 persons

#### **Research Instruments**

The tools used in this research are literature analysis and semi-structured interview form.

The procedure for creating the tool is as follows

1. Read a large number of domestic and foreign literature on live broadcast e-commerce of fresh fruits.

2. Write a reasonable interview form of the live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi.

3. Send the interview form of the live broadcast management to IOC experts, use the interview form to find the IOC value, the IOC value needs to be greater than 0.6 to be valid.

4. Collect IOC experts' opinions and improve Interview form of the live broadcast management.

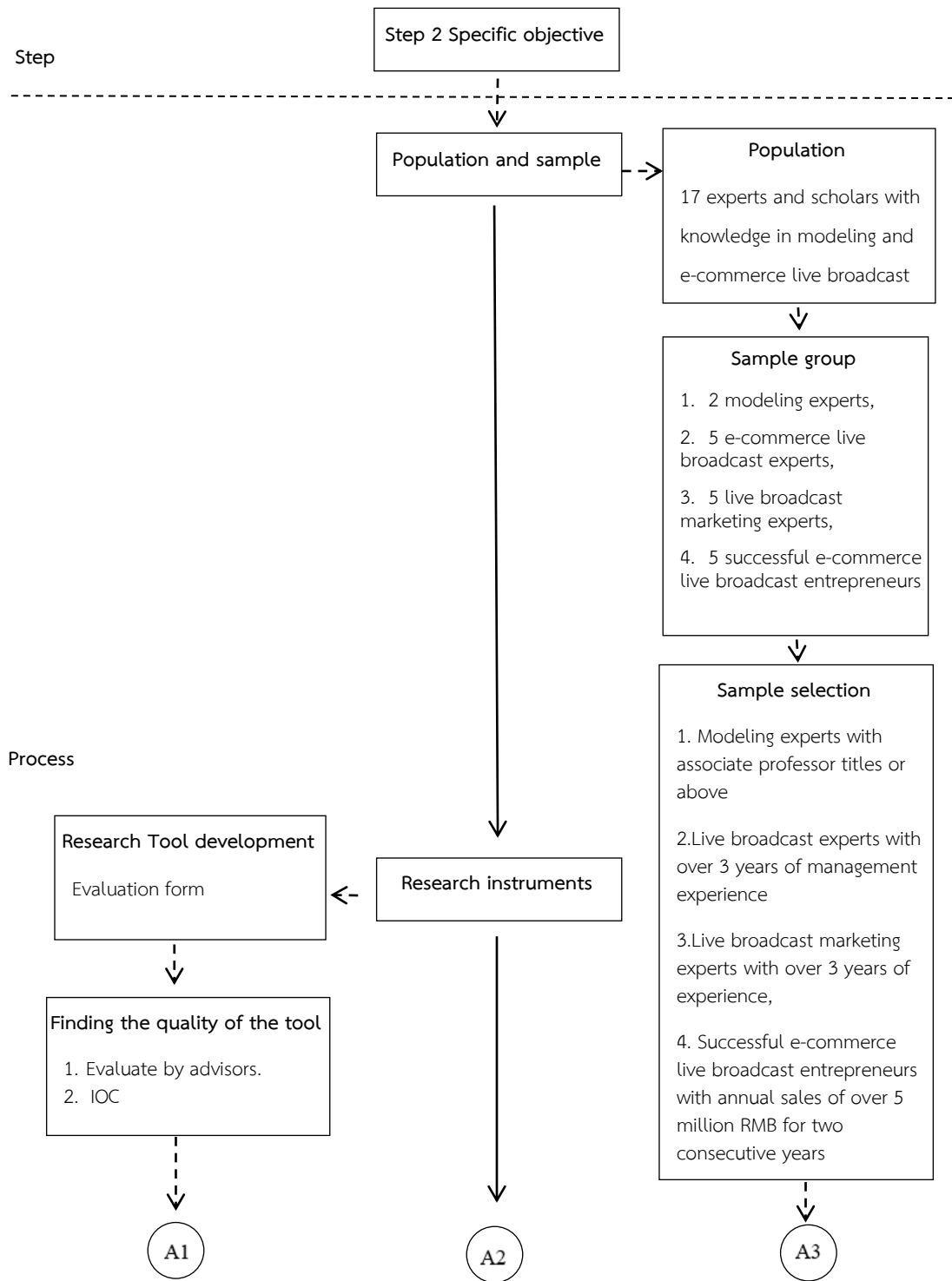
### **Data Collection**

In step one, the semi-structured interview form can be filled out by audio and handwritten notes of in-depth interviews with experts.

#### **Data analysis and statistics used in data analysis**

On the basis of collecting in-depth interview records from experts, based on the interview outline, summarize the opinions of 12 live broadcast business owners, live broadcaster, senior e-commerce management personnel, and experienced consumers, and analyze and summarize the opinions to obtain the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi. The elements of live broadcast management require frequency value More than 6 and percentage value more than 50%.

**Step 2** To evaluate elements and create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. as shown in Figure 3.2



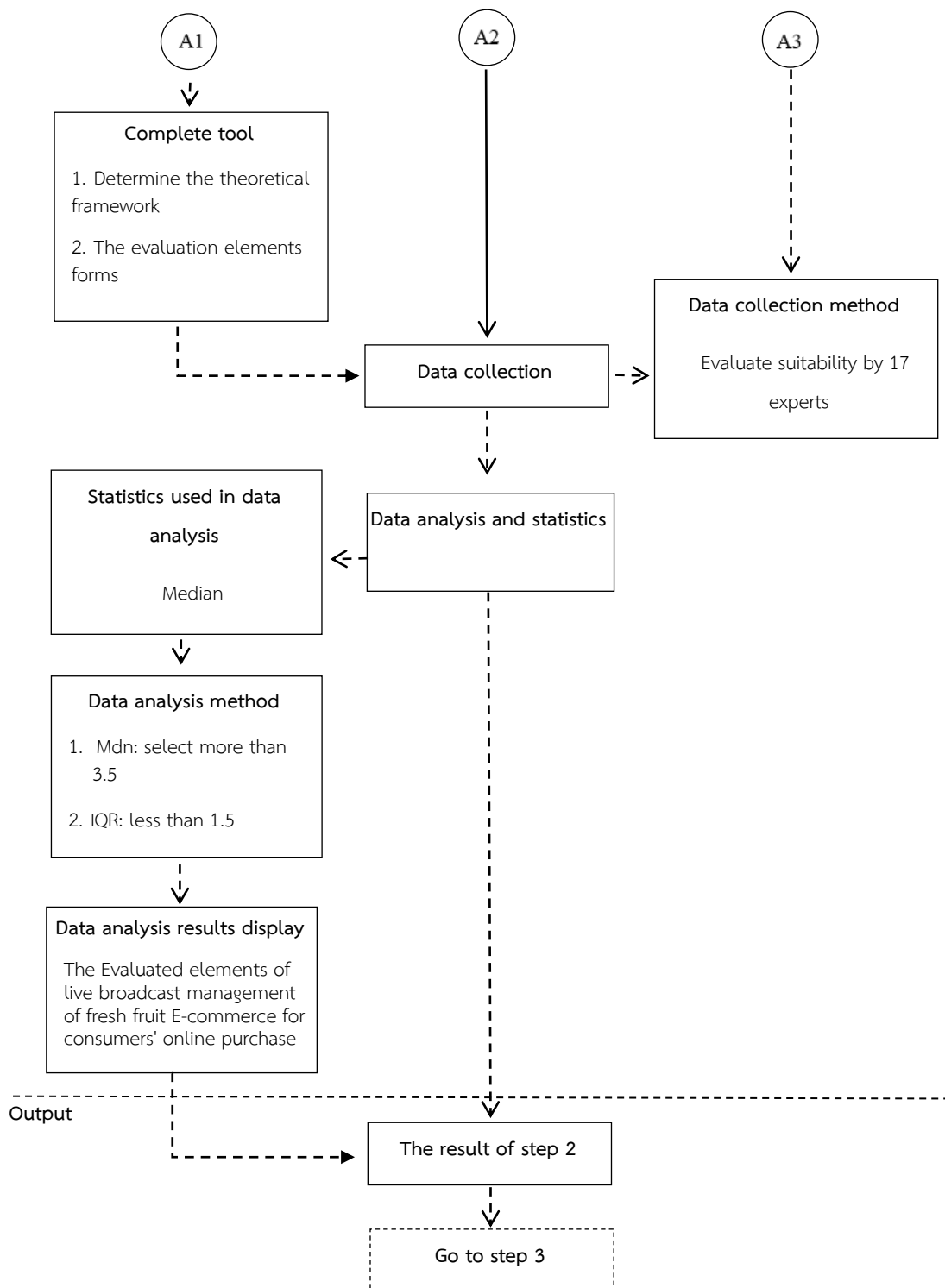


Figure 3.3 Details of the research process step 2

## **Step 2 To evaluate elements and create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi**

The population groups include experts and scholars with knowledge in modeling and e-commerce live broadcast.

1. Modeling experts with associate professor titles or above.

Number of 2 persons

2. Live broadcast experts with over 3 years of management experience.

Number of 5 persons

3. Live broadcast marketing experts with over 3 years of experience.

Number of 5 persons

4. Successful e-commerce live broadcast entrepreneurs with annual sales of over 5 million RMB for two consecutive years

Number of 5 persons

### **Research Instruments**

The tools used in this research is evaluation form of live broadcast management elements.

The procedure for creating the tool is as follows

1. Prepare the evaluation form of live broadcast management elements.

2. Send the evaluation form of live broadcast management element to IOC experts, use the interview form to find the IOC value.

3. Collect IOC experts' opinions and improve evaluation form of live broadcast management element.

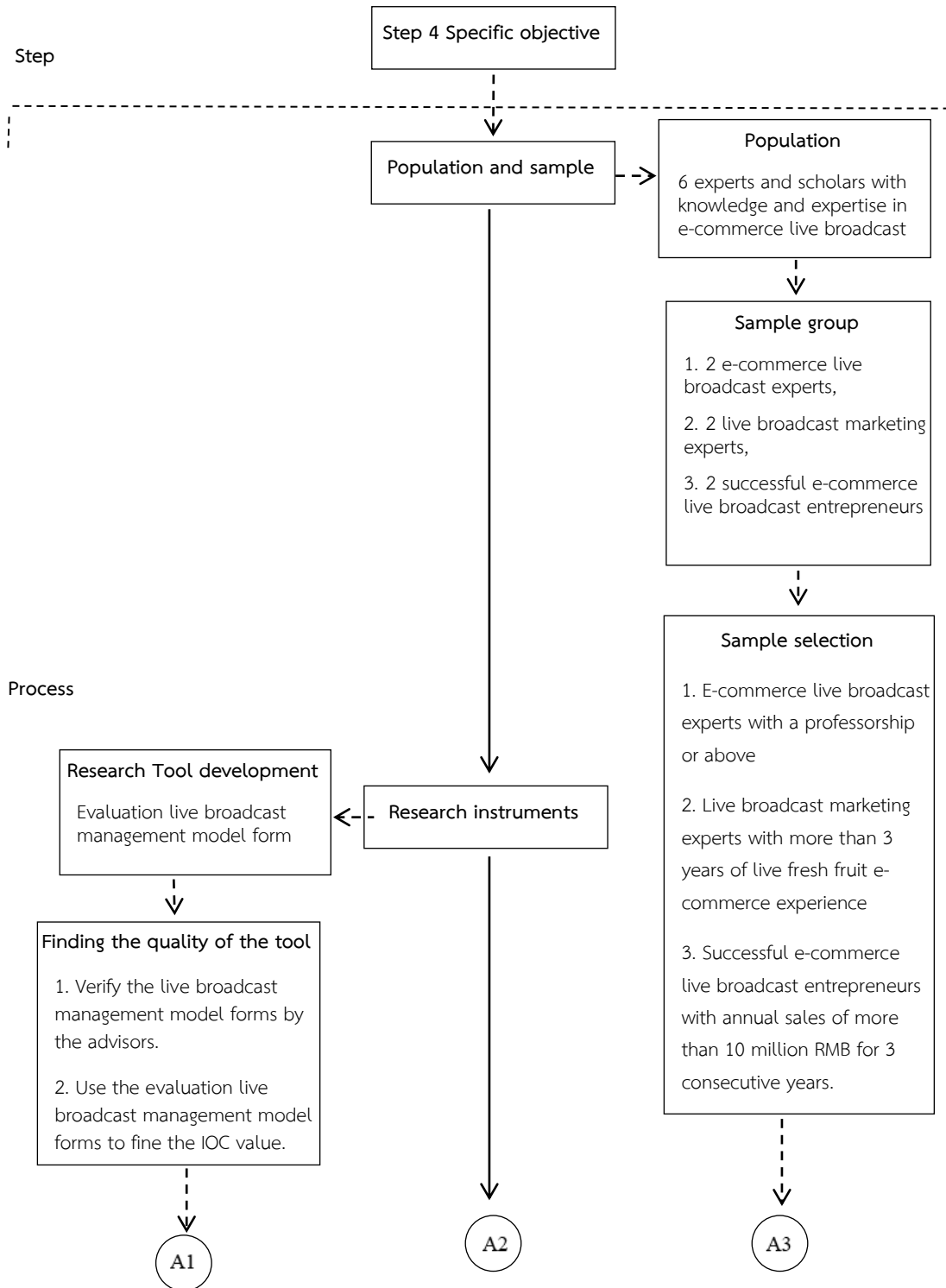
### **Data collection**

The evaluation form of live broadcast management elements can be filled out by email or offline. Delphi method is used to evaluate live broadcast management model forms.

### **Data analysis and statistics used in data analysis**

The collected element evaluation forms are summarized and statistically analyzed, and Mdn and IQR methods will be used to analyze the data. The evaluation result requires a median value of 3.50 and above and an interquartile range of 1.50.

**Step 3** To evaluate the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.



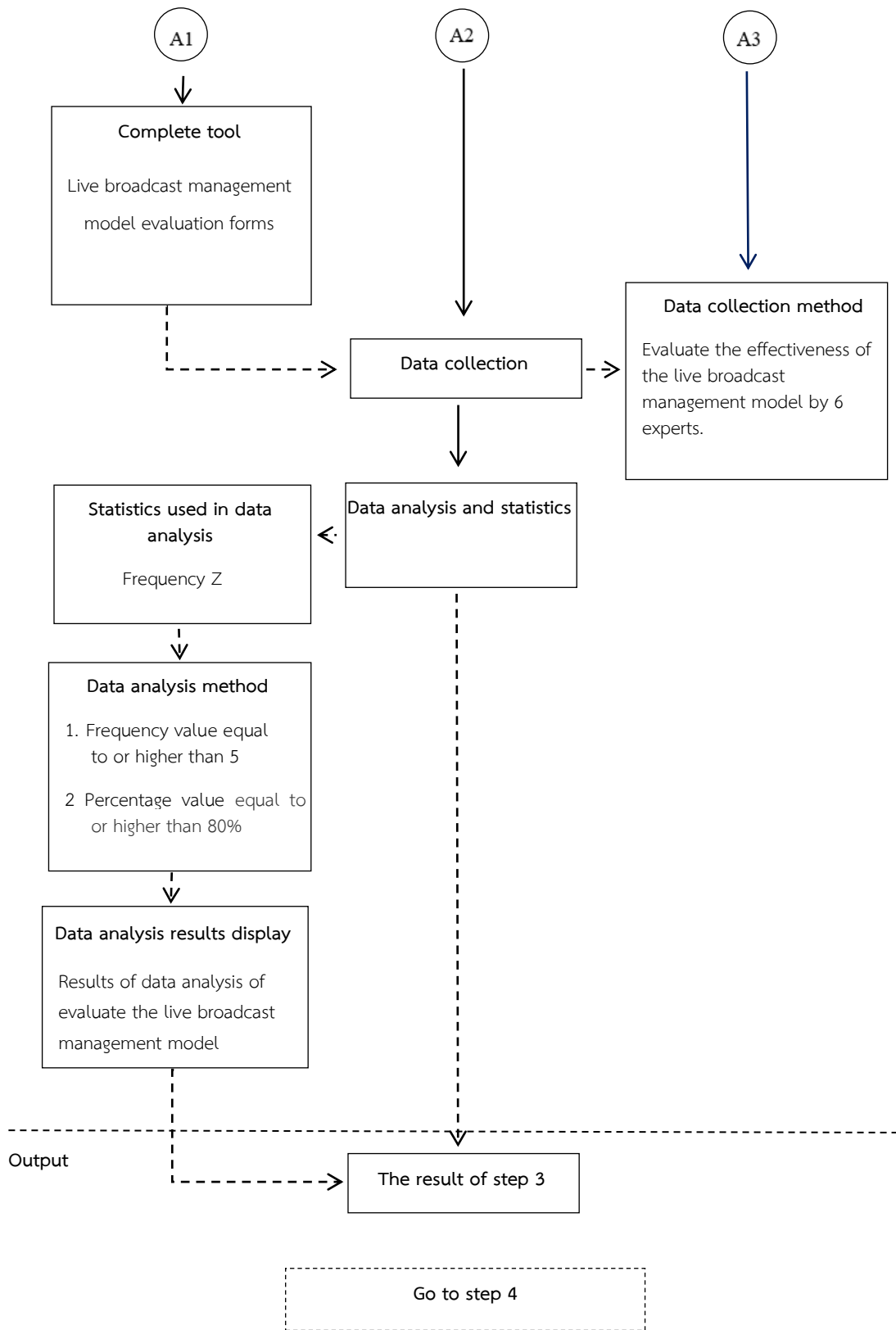


Figure 3.4 Details of the research process step 3

### **Step 3 To evaluate the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.**

The population groups include experts and scholars with knowledge and expertise in e-commerce live broadcast

1. E-commerce live broadcast experts with a professorship or above

Number of 2 persons

2. Live broadcast marketing experts with more than 3 years of live fresh fruit e-commerce experience

Number of 2 persons

3. Successful e-commerce live broadcast entrepreneurs with annual sales of more than 10 million RMB for 3 consecutive years.

Number of 2 persons

#### **Research Instruments**

The tools used in this research are evaluation form of live broadcast management model.

The procedure for creating the tool is as follows

1. Research results of the first three steps.
2. Write a reasonable live broadcast management model evaluation form
3. Send the live broadcast management model evaluation form to IOC experts, use the interview form to find the IOC value.
4. Collect IOC experts' opinions and improve the live broadcast management model evaluation form.

#### **Data collection**

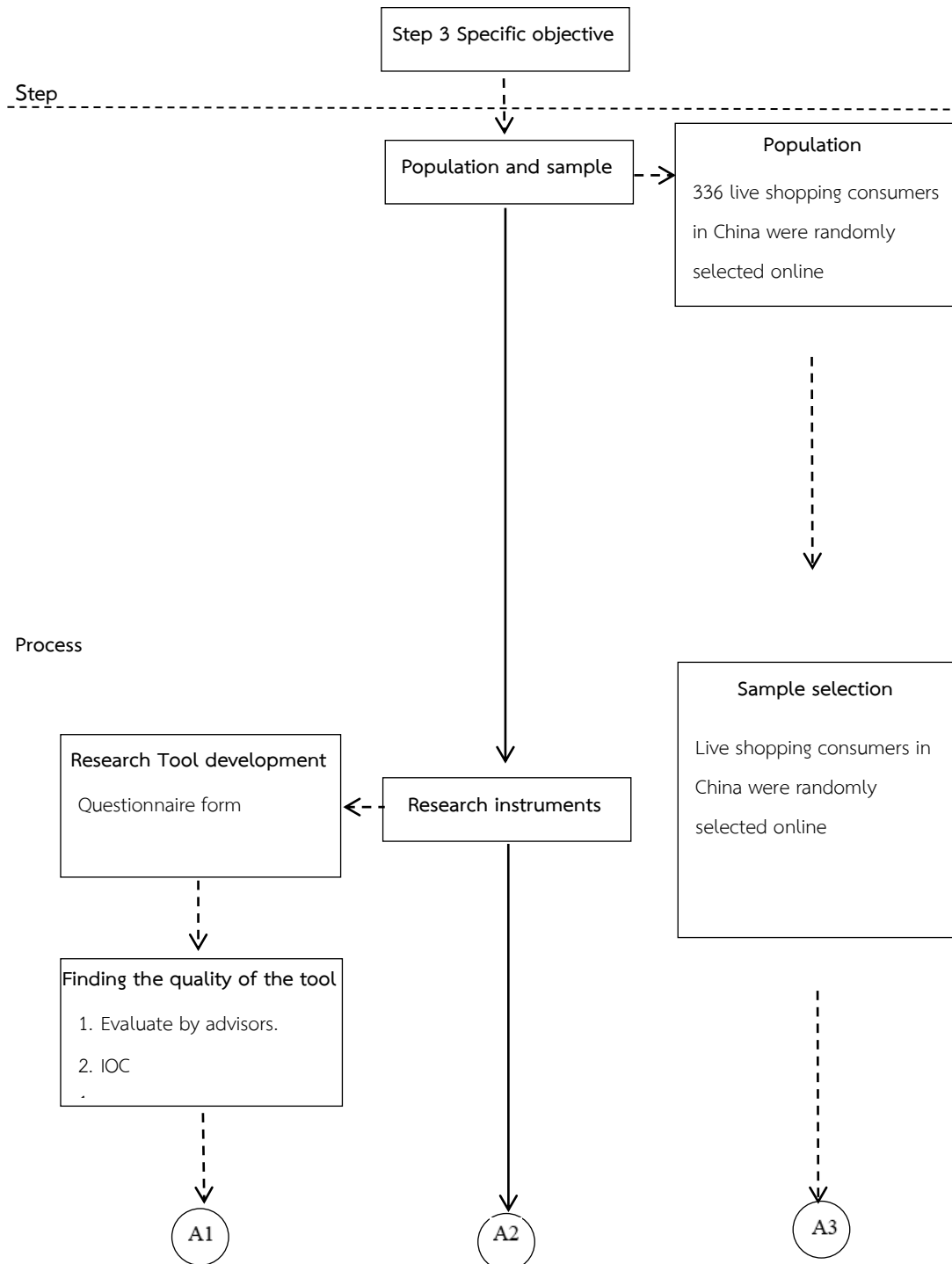
Collect expert ratings and feedback.

#### **Data analysis and statistics used in data analysis**

Calculate the frequency value of experts and summarize the feedback of experts. The evaluation results need frequency value equal to or higher than 5.



**Step 4** To experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.



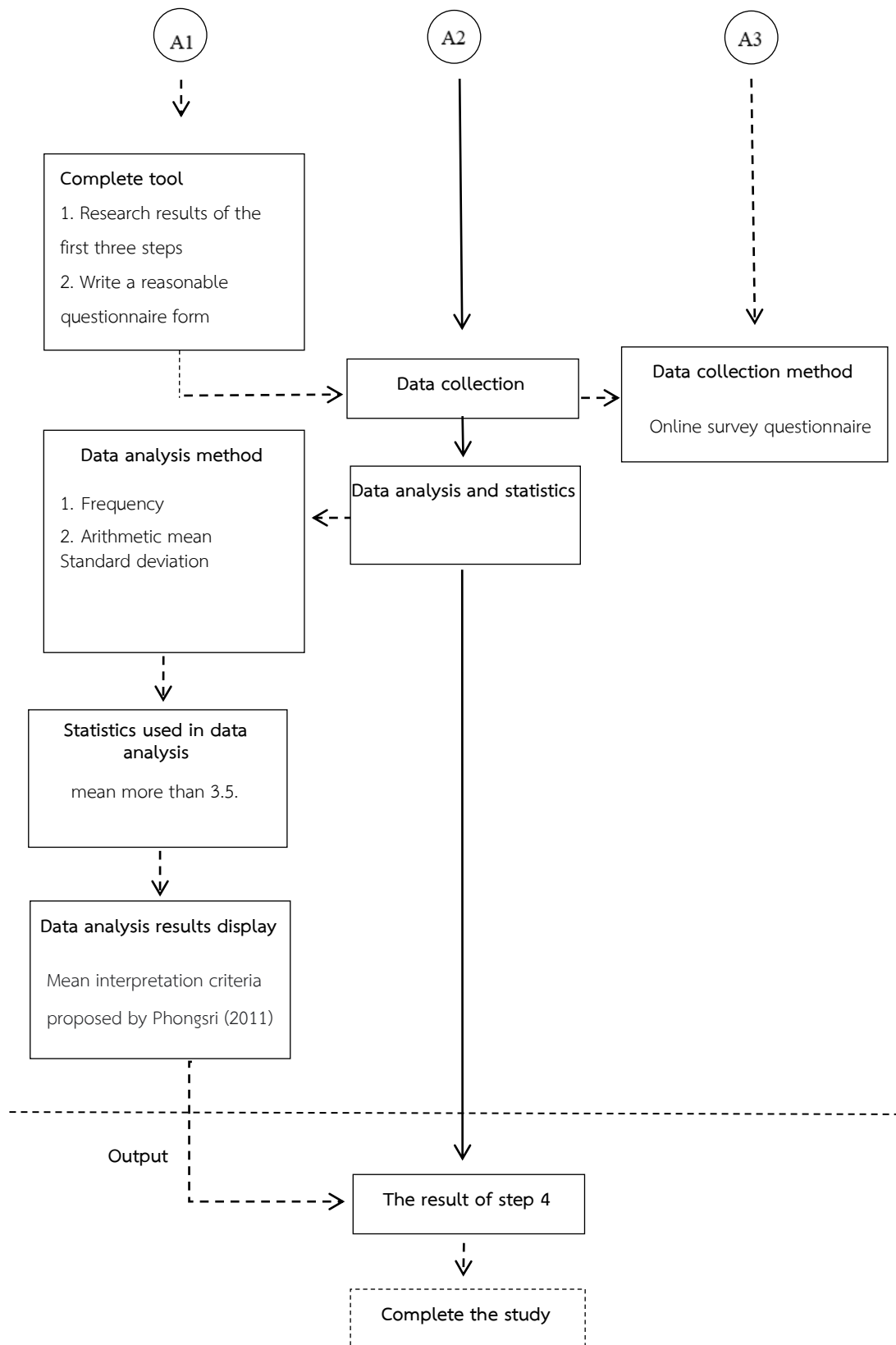


Figure 3.5 Details of the research process step 4

#### **Step 4 To experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi**

The population groups include live shopping consumers in China were randomly selected online.

336 Sample group: students, office staff, workers, government officials, freelancers and others.

##### **Research Instruments**

The tools used in this research is questionnaires form.

The procedure for creating the tool is as follows

1. Compile the questionnaire form and its filling guide
2. Send the questionnaire form and its filling guide to IOC experts, use the interview form to find the IOC value, the IOC value needs to be greater than 0.6 to be valid.
3. Collect IOC experts' opinions and improve the questionnaire form.

##### **Data collection**

The questionnaire forms can be filled out by email or offline.

##### **Experimental time**

The duration of the experiment the live broadcast management model is estimated to last for 3 days, from 2 pm every day to 2 am the next day.

##### **Data analysis and statistics used in data analysis**

The result of the states, the use of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi are interpreted using mean interpretation criteria proposed by Phongsri (2011).

4.51-5.00	refers to	the highest
3.51-4.50	refers to	high
2.51-3.50	refers to	moderate
1.51-2.50	refers to	few
1.00-1.50	refers to	the fewest

Descriptive statistics, frequency, mean ( $\bar{X}$ ) standard deviation (S.D) for Questionnaires.

## Chapter 4

### Data analysis results

Research on live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, results of data analysis in this research, the researcher has presented data analysis in 4 parts as follows.

Step 1 Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi.

Step 2 Results of data analysis of evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi. Create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

Step 3 Results of data analysis of evaluate the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

Step 4 Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

**Step 1 Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi.**

**Part 1** The personal information of 12 experts involved in the interview, including gender, age, highest educational qualification and working experience in live broadcast field, as shown in table 4.1. Involved in elements evaluation

**Table 4.1** Personal information involved in the interview

Item	Data	Frequency	Percentage
Gender	Male	6	50.00
	Female	6	50.00
	<b>Total</b>	<b>12</b>	<b>100.00</b>
Age	Below 25 yrs.	0	0.00
	25-35 yrs.	6	50.00
	36-50 yrs.	6	50.00
	Over 50 yrs.	0	0.00
	<b>Total</b>	<b>12</b>	<b>100.00</b>
Highest educational qualification	Master degree	2	16.67
	Bachelor degree	7	58.33
	College degree	3	25.00
	<b>Total</b>	<b>12</b>	<b>100</b>
Working experience in live broadcast field	Below 2 yrs.	0	0.00
	3 yrs.	5	41.67
	4 yrs.	6	50.00
	5 yrs.	1	8.33
	<b>Total</b>	<b>12</b>	<b>100.00</b>

From the above statistics in Table 4.1, we can know that among the 12 experts involved in the interview, in terms of gender, both men and women account for 50%; In terms of age, both 25-35 years old and 36-50 years old account for 50%. In the highest educational qualification, Bachelor degree accounts for the largest proportion, accounting for 58.33%, followed by college degree, accounting for 25.00%, and finally Master degree, accounting for 16.67%; In working experience in live broadcast field, 3 years, 4 years and 5 years account for 41.67%, 50.00% and 8.33% respectively.

**Part 2** Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi includes 8 dimensions: live broadcaster analysis, fruit goods display and consistency, live broadcast scene, price setting, live broadcast process, sales services, logistics services, branding.

1. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis, as shown in table 4.2.

**Table 4.2** The results of data analysis of the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis

Issue	Live broadcaster analysis	Frequency	percentage
1	Live broadcaster with realism	12	100.00
2	Live broadcaster with good communication and interaction with consumers	12	100.00
3	Live broadcaster with the knowledge and ability to host	11	91.70
4	Live broadcaster with professional knowledge of oral communication	10	83.30
5	Live broadcaster with professional knowledge of performing arts	10	83.30

Table 4.2 (Continued)

Issue	Live broadcaster analysis	Frequency	percentage
6	Live broadcaster with deep knowledge of the fruit goods sold	10	83.30
7	Live broadcaster supported by the member teams such as operation, field control and short video shooting	8	66.70

From Table 4.2 the results of data analysis were used to define the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis, found that, for internal analysis, Live broadcaster with realism and Live broadcaster with good communication and interaction with consumers is the highest, which is recognized by 100% experts; Live broadcaster with the knowledge and ability to host is the higher and recognized by 91.7% experts; Live broadcaster with professional knowledge of oral communication, Live broadcaster with professional knowledge of performing arts and Live broadcaster with deep knowledge of the fruit goods sold is the high and recognized by 83.3% experts; Live broadcaster supported by the member teams such as operation, field control and short video shootings is the lowest and recognized by only 66.7% experts.

2. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency, as shown in table 4.3.

**Table 4.3** The results of data analysis of the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency

Issue	Fruit goods Display and Consistency	Frequency	percentage
1	Colorful fruit goods display that can attract consumers' attention	12	100.00
2	A detailed display of fruit goods	11	91.70
3	A full display of Fruit goods	11	91.70
4	The size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the consumers	10	83.30
5	The freshness of the fruit goods displayed live is consistent with the freshness of the fruit goods received by the consumers	10	83.30
6	The taste of the fruit goods stated by the Live broadcaster is consistent with the taste of the fruit goods received by the consumers	10	83.30

From Table 4.3 the results of data analysis were used to define the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency, found that, for internal analysis, Colorful fruit goods display that can attract consumers' attention is the highest, which is recognized by 100% experts; A detailed display of fruit goods and A full display of Fruit goods is the higher and recognized by 91.7% experts; The size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the consumers, The freshness of the fruit goods displayed live is consistent with the freshness of the fruit goods received by the consumers and The taste of the fruit goods stated by the Live broadcaster is consistent with the taste of the fruit goods received by the consumers is the lowest, which is recognized by only 83.3% experts.



3. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene, as shown in table 4.4.

**Table 4.4** The results of data analysis of the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene

Issue	Live broadcast scene	Frequency	percentage
1	Select a Live broadcast scene background that reflects the original ecology	11	91.70
2	Select the Live broadcast scene background that reflects the source of the goods	11	91.70
3	Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment	8	66.70
4	Set up Live broadcast scene in a relatively quiet place	8	66.70
5	More than 5 square meters are required for Live broadcast scene construction	7	58.30

From Table 4.4 the results of data analysis were used to define the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene, found that, for internal analysis, Select a Live broadcast scene background that reflects the original ecology and Select the Live broadcast scene background that reflects the source of the goods is the highest, which is recognized by 91.7% experts; Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment and Set up Live broadcast scene in a relatively quiet place is the higher and recognized by 66.7% experts; More than 5 square meters are required for Live broadcast scene construction is the lowest, which is recognized by only 58.3% experts.

4. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of price setting, as shown in table 4.5.

**Table 4.5** The results of data analysis of the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of price setting

Issue	Price setting	Frequency	percentage
1	Equal to or lower than the price of mainstream competitive goods on live broadcast platforms	12	100.00
2	Price setting in a tiered manner based on different packaging materials	11	91.70
3	Price setting in a tiered manner based on purchasing different weight specifications	11	91.70
4	If consumers buy back more than 5 times, they can negotiate with customer services privately	8	66.70
5	If consumers buy more at one time, they can negotiate with customer services privately	8	66.70

From Table 4.5 the results of data analysis were used to define the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of price setting, found that, for internal analysis, Equal to or lower than the price of mainstream competitive goods on live broadcast platforms is the highest, which is recognized by 100% experts; Price setting in a tiered manner based on different packaging materials and Price setting in a tiered manner based on purchasing different weight specifications is the higher and recognized by 91.7% experts; If consumers buy back more than 5 times, they can negotiate with customer services privately and If consumers buy more at one time, they can negotiate with customer services privately is the lowest, which is recognized by only 66.7% experts.

5. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process, as shown in table 4.6.

**Table 4.6** The results of data analysis of the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process

Issue	Live broadcast process	Frequency	percentage
1	Select the target consumers to live in more online time slots	12	100.00
2	Sales promotion activities that can attract consumers can forecast the warm market	11	91.70
3	Including information about the origin and price of fruit goods	11	91.70
4	Including the introduction of product information such as taste, quality of fruit goods and after-sales service	11	91.70
5	Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation	10	83.30
6	Attractive promotion activities to guide consumers to purchase	10	83.30

From Table 4.6 the results of data analysis were used to define the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process, found that, for internal analysis, Select the target consumers to live in more online time slots is the highest, which is recognized by 100% experts; Sales promotion activities that can attract consumers can forecast the warm market, Including information about the origin and price of fruit goods and Including the introduction of product information such as taste, quality of fruit goods and after-sales service is the higher and recognized by

91.7% experts; Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation and Attractive promotion activities to guide consumers to purchase is the lowest, which is recognized by only 83.3% experts.

6. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of sales services, as shown in table 4.7.

**Table 4.7** The results of data analysis of the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of sales services

Issue	Sales services	Frequency	percentage
1	Pre-sales services with fruit goods picture introduction	12	100.00
2	Pre-sales services with quoted prices for Fruit goods	11	91.70
3	Pre-sales services with Fruit goods purchase links	11	91.70
4	Timely reply to customer services consultation and on-sale services	10	83.30
5	After-sales service with compensation or refund if bad fruit is received	10	83.30
6	After-sales service with reissue if missed	9	75.00

From Table 4.7 the results of data analysis were used to define the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of sales services, found that, for internal analysis, Pre-sales services with fruit goods pictures introduction is the highest, which is recognized by 100% experts; Pre-sales services with quoted prices for Fruit goods and Pre-sales services with Fruit goods purchase links is the higher and recognized by 91.7% experts; Timely reply to customer services consultation and on-sale services and After-sales service with compensation or refund if bad fruit is received is the high

and recognized by 83.3% experts; After-sales service with reissue if missed is the lowest, which is recognized by only 75% experts.

7. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services, as shown in table 4.8.

**Table 4.8** The results of data analysis of the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services

Issue	Logistics services	Frequency	percentage
1	Logistics services for delivery within 24 hours	11	91.70
2	Logistics services that arrive within 4 days	11	91.70
3	Effectively Protect the Logistics Packaging of Fruit goods	11	91.70
4	Door-to-door logistics services	9	75.00
5	To help consumers to buy logistics insurance	7	58.30

From Table 4.8 the results of data analysis were used to define the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services, found that, for internal analysis, Logistics services for delivery within 24 hours, Logistics services that arrive within 4 days and Effectively Protect the Logistics Packaging of Fruit goods is the highest, which is recognized by 91.7% experts; Door-to-door logistics services is the higher and recognized by 75% experts; To help consumers to buy logistics insurance is the lowest, which is recognized by only 58.3% experts.

8. Results of data analysis of study the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of branding, as shown in table 4.9.

**Table 4.9** The results of data analysis of the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of branding

Issue	Branding	Frequency	percentage
1	Have brand marks such as the name and logo of the live broadcast room	11	91.70
2	Brand reputation with 95% favorable evaluation rate	11	91.70
3	There is a brand promotion of high-quality short video drainage	11	91.70
4	Brand promotion for buying live platform traffic	8	66.70
5	Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion	8	66.70
6	Advertising in TV, newspapers and other traditional media for brand promotion	7	58.30

From Table 4.9 the results of data analysis were used to define the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of branding, found that, for internal analysis, Have brand marks such as the name and logo of the live broadcast room, Brand reputation with 95% favorable evaluation rate and There is a brand promotion of high-quality short video drainage is the highest, which is recognized by 91.7% experts; Brand promotion for buying live platform traffic and Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion is the higher and recognized by 66.7% experts; Advertising in TV, newspapers and other traditional media for brand promotion is the lowest, which is recognized by only 58.3% experts.

**Step 2 Results of data analysis of evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.**

**Part 1** The personal information of 17 experts involved in elements evaluation, including gender, age, highest educational qualification and, working experience in live broadcast field, as shown in table 4.10.

**Table 4.10** Personal information involved in elements evaluation

Item	Data	Frequency	Percentage
Gender	Male	13	76.47
	Female	4	23.53
	<b>Total</b>	<b>17</b>	<b>100.00</b>
Age	Below 25 yrs.	0	0.00
	25-35 yrs.	5	29.41
	36-50 yrs.	9	52.94
	Over 50 yrs.	3	17.65
	<b>Total</b>	<b>17</b>	<b>100.00</b>
Highest educational qualification	Doctoral degree	2	11.76
	Master degree	12	70.59
	Bachelor degree	3	17.65
	College degree	0	0.00
	<b>Total</b>	<b>17</b>	<b>100.00</b>
Working experience in live broadcast field	Below 2 yrs.	0	0.00
	3 yrs.	5	29.41
	4 yrs.	9	52.94
	5 yrs.	1	5.88
	6 yrs.	2	11.76
	<b>Total</b>	<b>17</b>	<b>100.00</b>

From the above statistics in Table 4.10, we can know that among the 17 experts involved in elements evaluation, In terms of gender, men accounted for the largest proportion, accounting for 76.47%, and women accounted for 23.53%; In terms of age, 36-50 years old accounts for the largest proportion, accounting for 52.94%, followed by 25-35 years old, accounting for 29.41% and finally over 50 yrs, accounting for 17.65%; In the highest educational qualification, Master degree for the largest proportion, accounting for 70.59%, followed by bachelor degree, accounting for 17.65%, and finally doctoral degree, accounting for 11.76%; In working experience in live broadcast field, 3 years, 4 years, 5 years and 6 years account for 29.41%, 52.94%, 5.88% and 11.76% respectively.

**Part 2** Results of data analysis of evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi.

Results of conformity evaluation by experts including improving elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi includes 8 contents: live broadcaster analysis, fruit goods display and consistency, live broadcast scene, price setting, live broadcast process, sales services, logistics services, branding.

1.1 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis by experts to find the median (Mdn) and interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.11.



**Table 4.11** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis by experts

Issue	Live broadcaster analysis	Frequency	percentage
1	Live broadcaster with realism	5.00	0.00
2	Live broadcaster with good communication and interaction with consumers	5.00	1.00
3	Live broadcaster with the knowledge and ability to host	4.00	1.00
4	Live broadcaster with professional knowledge of oral communication	4.00	1.00
5	Live broadcaster with professional knowledge of performing arts	4.00	1.00
6	Live broadcaster with deep knowledge of the Fruit goods sold.	4.00	1.00
7	Live broadcaster supported by the member teams such as operation, field control and short video shooting	4.00	1.00

From Table 4.11 Evaluate the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis, in accordance with the opinions of experts: There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Live broadcaster with realism, Live broadcaster with good communication and interaction with consumers, Live broadcaster with the knowledge and ability to host, Live broadcaster with professional knowledge of oral communication, Live broadcaster with professional knowledge of performing arts, Live broadcaster with deep knowledge of the fruit goods sold and Live broadcaster supported by the member teams such as operation, field control and short video shooting.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.12.

**Table 4.12** Dimension of live broadcaster analysis, experts' suggestions on Items changes

<b>The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of live broadcaster analysis</b>	
<b>Original Item</b>	<b>New Item</b>
Live broadcaster with realism	Live broadcaster with a sense of honesty and realism
Live broadcaster with deep knowledge of the fruit goods sold	Live broadcaster with deep understanding of the knowledge and selling points of the fruit goods sold

1.2 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency by experts to find the median (Mdn) and interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.13.

**Table 4.13** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency by experts

Issue	Fruit goods display and consistency	Mdn	IQR
1	Colorful Fruit goods display that can attract consumers' attention	5.00	0.00
2	A detailed display of fruit goods	5.00	1.00
3	A full display of Fruit goods	5.00	1.00
4	The size of the Fruit goods on the live display should be consistent with the size of the Fruit goods received by the consumers	4.00	1.00
5	The freshness of the Fruit goods displayed live is consistent with the freshness of the Fruit goods received by the consumers	4.00	1.00
6	The taste of the Fruit goods stated by the Live broadcaster is consistent with the taste of the Fruit goods received by the consumers	4.00	1.00

From Table 4.13 Evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods dimension of display and consistency, in accordance with the opinions of experts:

There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Colorful fruit goods display that can attract consumers' attention, A detailed display of fruit goods, A full display of Fruit goods, The size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the consumers, The freshness of the fruit goods displayed live is consistent with the freshness of the fruit goods received by the consumers and The taste of the fruit goods stated by the Live broadcaster is consistent with the taste of the fruit goods received by the consumers.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.14.

**Table 4.14** Dimension of fruit goods display and consistency, experts' suggestions on Items changes

<b>The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of fruit goods display and consistency</b>	
<b>Original Item</b>	<b>New Item</b>
A detailed display of fruit goods	A detailed display of fruit goods that enables consumers to generate purchase incentives
A full display of fruit goods	Full display of fruit goods that can bring trust to consumers

1.3 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene by experts to find the median (Mdn) and interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.15.

**Table 4.15** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene by experts

Issue	Live broadcast scene	Mdn	IQR
1	Select a Live broadcast scene background that reflects the original ecology	5.00	0.00
2	Select the Live broadcast scene background that reflects the source of the goods	5.00	1.00
3	Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment	4.00	1.00
4	Set up Live broadcast scene in a relatively quiet place	4.00	1.00
5	More than 5 square meters are required for Live broadcast scene construction	3.00	2.00

From Table 4.15 Evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene, in accordance with the opinions of experts:

There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Select a Live broadcast scene background that reflects the original ecology, Select the Live broadcast scene background that reflects the source of the goods, set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment and set up Live broadcast scene in a relatively quiet places.

There is one item with a median value of 3.50 below and an interquartile range of 1.50 above as follows: More than 5 square meters are required for Live broadcast scene construction.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.16.

**Table 4.16** Dimension of Live broadcast scene, experts' suggestions on Items changes

The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of live broadcast scene	
Original Item	New Item
Set up Live broadcast scene in a relatively quiet place	Set up Live broadcast scene in a place below 60 decibels

1.4 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of price setting by experts to find the median (Mdn) and interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.17.

**Table 4.17** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of price setting by experts

Issue	Price setting	Mdn	IQR
1	Equal to or lower than the price of mainstream competitive goods on live broadcast platforms	5.00	1.00
2	Price setting in a tiered manner based on different packaging materials	5.00	1.00
3	Price setting in a tiered manner based on purchasing different weight specifications	5.00	1.00
4	If consumers buy back more than 5 times, they can negotiate with customer services privately	4.00	1.00
5	If consumers buy more at one time, they can negotiate with customer services privately	4.00	1.00

From Table 4.17 Evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of price setting, in accordance with the opinions of experts:

There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Equal to or lower than the price of mainstream competitive goods on live broadcast platforms, Price setting in a tiered manner based on different packaging materials, Price setting in a tiered manner based on purchasing different weight specifications, If consumers buy back more than 5 times, they can negotiate with customer services privately and If consumers buy more at one time, they can negotiate with customer services privately.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of price setting, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.18.

**Table 4.18** Dimension of price setting, experts' suggestions on Items changes

<b>The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of price setting</b>	
<b>Original Item</b>	<b>New Item</b>
Equal to or lower than the price of mainstream competitive goods on live broadcast platforms	Slightly lower than the price of mainstream competitive goods on live broadcast platforms
If consumers buy back more than 5 times, they can negotiate with customer services privately	If consumers buy back more than 3 times, they can negotiate with customer services privately

1.5 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process by experts to find the median (Mdn) and

interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.19.

**Table 4.19** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process by experts

Issue	Live broadcast process	Mdn	IQR
1	Select the target consumers to live in more online time slots	5.00	1.00
2	Sales promotion activities that can attract consumers can forecast the warm market	5.00	1.00
3	Introduction of information including the origin and price of Fruit goods	5.00	1.00
4	Including the introduction of product information such as taste, quality of fruit goods and after-sales service	4.00	1.00
5	Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation	4.00	1.00
6	Attractive promotion activities to guide consumers to purchase	4.00	1.00

From Table 4.19 Evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process, in accordance with the opinions of experts:

There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Select the target consumers to live in more online time slots, Sales promotion activities that can attract consumers can forecast the warm market, Introduction of information including the origin and price of Fruit goods, Including the introduction of product information such as taste, quality of fruit goods and after-sales service, Emphasize the selling points that are beneficial to the



consumers, so that the consumers will have the purchasing motivation and Attractive promotion activities to guide consumers to purchase.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.20.

**Table 4.20** Dimension of live broadcast process, experts' suggestions on Items changes

The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of live broadcast process	
Original Item	New Item
Including the introduction of product information such as taste, quality of fruit goods and after-sales service	Including the introduction of fruit goods information such taste, quality, after-sales service and logistics service

1.6 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of sales services by experts to find the median (Mdn) and interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.21.

**Table 4.21** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of sales services by experts

Issue	Sales services	Mdn	IQR
1	Pre-sales services with fruit goods picture introduction	5.00	1.00
2	Pre-sales services with quoted prices for Fruit goods	5.00	1.00
3	Pre-sales services with Fruit goods purchase links	5.00	1.00
4	Timely reply to customer services consultation and on-sale services	4.00	1.00
5	After-sales service with compensation or refund if bad fruit is received	4.00	1.00
6	Pre-sales services with Fruit goods information introduction	4.00	1.00

From Table 4.21 Evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of sales services, in accordance with the opinions of experts:

There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Pre-sales services with fruit goods picture introduction, Pre-sales services with quoted prices for Fruit goods, Pre-sales services with Fruit goods purchase links, Timely reply to customer services consultation and on-sale services, After-sales service with compensation or refund if bad fruit is received and After-sales service with reissue if missed.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of sales services, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.22.

**Table 4.22** Dimension of sales services, experts' suggestions on Items changes

The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of sales services	
Original Item	New Item
Pre-sales services with fruit goods picture introduction	Pre-sales services with fruit goods information introduction
Timely reply to customer services consultation and on-sale services	On sale, reply to the customer's inquiry within 3 minutes

1.7 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services by experts to find the median (Mdn) and interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.23.

**Table 4.23** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services by experts

Issue	logistics services	Mdn	IQR
1	Logistics services for delivery within 24 hours	5.00	1.00
2	Logistics services that arrive within 4 days	5.00	1.00
3	Effectively Protect the Logistics Packaging of Fruit goods	5.00	1.00
4	Door-to-door logistics services	4.00	1.00
5	To help consumers to buy logistics insurance	3.00	2.00

From Table 4.23 Evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services, in accordance with the opinions of experts:

There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Logistics services for delivery within 24 hours, Logistics services that arrive within 4 days, Effectively Protect the Logistics Packaging of Fruit goods and Door-to-door logistics services.

There is one item with a median value of 3.50 below and an interquartile range of 1.50 above as follows: To help consumers to buy logistics insurance.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.24.

**Table 4.24** Dimension of logistics services, experts' suggestions on Items changes

The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of logistics services	
Original Item	New Item
Logistics services that arrive within 4 days	Logistics services that arrive within 2-4 days

1.8 From the analysis and consistent evaluation of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of branding by experts to find the median (Mdn) and interquartile range. (interquartile range: IQR) on a per item basis, the results of the data analysis appear in the table 4.25.

**Table 4.25** Median and interquartile range in the evaluation of the consistency of elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of branding by experts

Issue	Branding	Mdn	IQR
1	Have brand marks such as the name and logo of the live broadcast room	5.00	1.00
2	Brand reputation with 95% favorable evaluation rate	5.00	1.00
3	There is a brand promotion of high-quality short video drainage	5.00	1.00
4	Brand promotion for buying live platform traffic	4.00	1.00
5	Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion	4.00	1.00
6	Advertising in TV, newspapers and other traditional media for brand promotion	3.00	2.00

From Table 4.25 Evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of branding, in accordance with the opinions of experts:

There are items with a median value of 3.50 and above and an interquartile range of 1.50 and below as follows: Have brand marks such as the name and logo of the live broadcast room, Brand reputation with 95% favorable evaluation rate, there is a brand promotion of high-quality short video drainage, Brand promotion for buying live platform traffic and advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion.

There is one item with a median value of 3.50 below and an interquartile range of 1.50 above as follows: Advertising in TV, newspapers and other traditional media for brand promotion.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of

branding, should be revised in order to make the elements more consistent and complete. which summarizes the improvement results as in the table 4.26.

**Table 4.26** Dimension of branding, experts' suggestions on Items changes

The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, dimension of branding	
Original Item	New Item
There is a brand promotion of high-quality short video drainage	Brand promotion with high-quality short videos that attract consumers to watch

**Part 3** Results of create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

According to the above research results and the sales process, the following live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi is designed, As shown in Figure

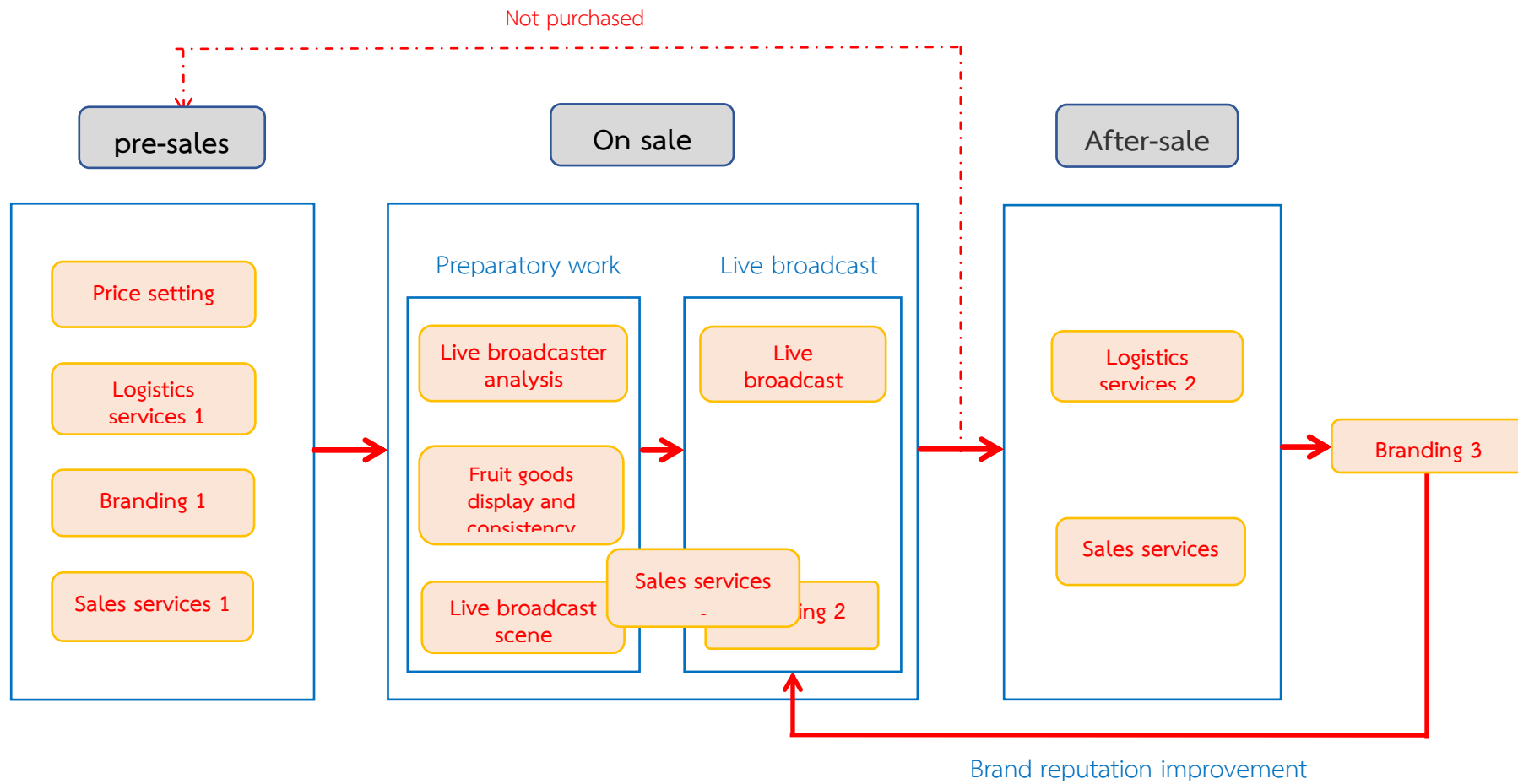


Figure 4.1 Live broadcast management model of fresh fruit e-commerce for consumers' online purchase in Guangxi

As shown in Figure above, According to the sales process, the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi is divided into 3 parts: pre-sale, in-sale and after-sale and 2 circulation system.

#### 1. Pre-sale

Pre-sale, including 4 tasks: Price setting, Logistics services 1, Branding and Sales.

##### 1.1 Price setting, which need to be done well before sale.

Price setting is mainly based on market competition, and there are 5 ideas for reasonable pricing: lightly lower than the price of mainstream competitive goods on live broadcast platforms, Price setting in a tiered manner based on different packaging materials, Price setting in a tiered manner based on purchasing different weight specifications, If consumers buy back more than 3 times, they can negotiate with customer services privately, If consumers buy more at one time, they can negotiate with customer services privately.

1.2 Logistics services 1 is mainly the formulation of logistics services rules, including 4 points: logistics services for delivery within 24 hours, logistics services that arrive within 2-4 days, Door-to-door logistics services, packaging specifications of goods and packaging materials of goods, etc.

1.3 Branding 1 mainly includes 2 contents: Make Brand Marks Such as the name and logo of the live broadcast room, Advertisement on New Media Platforms Such as a Auto Quicker and Xiaohong Shu for Brand Promotion, etc.

1.4 Sales services 1 mainly includes pre-sales services in sales services, such as introduction of Fruit goods, purchase links of fruit goods and other information.

#### 2. On sale

On sale, including 2 tasks: Preparatory work and Live broadcast. The Preparatory work includes 3 contents: Live broadcaster analysis, Fruit goods display and consistency, and Live broadcast scene, which are essential elements of live broadcast, and we need to prepare them before the live broadcast begins; Live Broadcast contains 2 contents: Live broadcast process and Sales services<sup>2</sup>.



## 2.1 Preparatory work

The Preparatory work includes 3 contents: Live broadcaster analysis, fruit goods display and consistency, and Live broadcast scene, which are essential elements of live broadcast, and we need to prepare them before the live broadcast begins.

2.1.1 Live broadcaster analysis, the main work is to choose a suitable Live broadcaster. There are 7 principles: live broadcaster with honesty and realism, live broadcaster with good communication and interaction with consumers, Live broadcaster with the knowledge and ability to host, Live broadcaster with professional knowledge of oral communication, Live broadcaster with professional knowledge of performing arts, Live broadcaster with deep understanding of the knowledge and selling points of the Fruit goods sold, Live broadcaster with deep knowledge of the Fruit goods sold, Live broadcaster supported by the member teams such as operation, field control and short video shooting.

2.1.2 Fruit goods display and consistency, including 2 contents: Fruit goods display and fruit goods consistency. Fruit goods display needs to attract consumers to stay in the live broadcast room and attract consumers to buy. Fruit goods display has 3 requirements: colorful Fruit goods display that can attract consumers' attention, A detailed display of Fruit goods that enables consumers to generate purchase incentives, Full display of Fruit goods that can bring trust to consumers. Fruit goods consistency mainly requires that the fruits display in the live broadcast room of Fruit goods should be consistent with the fruits received by consumers after purchase, which is crucial and directly related to brand word-of-mouth evaluation and Consumer repurchase. There are 3 requirements: the size of the Fruit goods on the live display should be consistent with the size of the Fruit goods received by the consumers, The freshness of the Fruit goods displayed live is consistent with the freshness of the Fruit goods received by the consumers, The taste of the Fruit goods stated by the Live broadcaster is consistent with the taste of the Fruit goods received by the consumers.

2.1.3 Live broadcast scene, mainly the construction of Live broadcast scene, has 4 ideas: select a live broadcast scene background that reflections the original ecology, Select the Live broadcast scene background that reflects the source of the goods, Set up Live broadcast scene with mobile phones, supports, lighting

fixtures and other equipment, Set up Live broadcast scene in a place below 60 decibels.

## 2.2 Live broadcast

Live Broadcast contains 2 contents: Live broadcast process and Sales services<sup>2</sup>.

2.2.1 Live broadcast process, Usually contains 5 contents: select the target consumers to live in more online time slots, Sales promotion activities that can attract consumers can forecast the warm market, Including information about the origin and price of Fruit goods, Including the introduction of Fruit goods information such taste, quality, after-sales service and logistics service, Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation, Attractive promotion activities to guide consumers to purchase.

2.2.3 Sales services 2, whose main work is to interact with consumers, requires to reply to the customer's inquiry within 3 minutes on sale.

2.2.4 Branding 2, Mainly consisting of 3 tasks, Brand promotion with high-quality short videos that attract consumers to watch, Brand promotion for buying live platform traffic, Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion.

## 3. After-sales

After-sales, including 2 tasks: Logistics services 2 and Sales services 3.

3.1 Logistics services 2 is mainly the experimentation of Logistics services, and its experimentation system has been designed in Logistics services 1.

3.2 Sales services 3 is mainly the experimentation of after-sales service, and its experimentation system has been designed in Sales services 1.

## 4. Circulation system

Circulation system, including 3 system: one is positive circulation system, and the other two are Self-diagnosis circulatory systems.

### 4.1 Positive circulation system

Positive circulation system refers to Consumers continue to repeat the cycle of buying fruit goods. After the sale is completed, consumers will evaluate the live shopping process of fruit goods. If the evaluation score is high, the reputation of

the brands in Branding 3 will be improved, which will further promote the purchase of consumers in Live broadcast and form a positive circulation system.

#### 4.2 Self-diagnosis circulatory system

Self-diagnosis circulatory system refers to self-monitoring, self-diagnosis and self-improvement cycle, there are one self-diagnosis circulatory system in this model. In live broadcast, if consumers don't buy fruit goods, they will go back to the pre-sale, rethink the shortcomings of pre-sale and on sales, and then improve and promote consumers' purchase.

### Step 3 Results of data analysis of evaluate the live broadcast management model and of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

**Part 1** The personal information of 6 experts involved in model evaluation, including gender, age, highest educational qualification and, working experience in live broadcast field, as shown in table 4.27.

**Table 4.27** Personal information involved in model evaluation

Item	Data	Frequency	Percentage
Gender	Male	5	83.33
	Female	1	16.67
	<b>Total</b>	<b>6</b>	<b>100.00</b>
Age	Below 35 yrs.	0	0.00
	36-50 yrs.	4	66.67
	Over 50 yrs.	2	33.33
	<b>Total</b>	<b>6</b>	<b>100.00</b>
Highest educational qualification	Doctoral degree	1	16.67
	Master degree	4	66.67
	Bachelor degree	1	16.67
	<b>Total</b>	<b>6</b>	<b>100.00</b>

Table 4.27 (continued)

Item	Data	Frequency	Percentage
Working	3 yrs.	1	16.67
experience in live	4 yrs.	3	50.00
broadcast field	5 yrs.	0	0.00
	6 yrs.	2	33.33
	Total	6	100.00

From the above statistics in Table 4.27, we can know that among the 17 experts involved in model evaluation, In terms of gender, men accounted for the largest proportion, accounting for 83.33% and women accounted for 16.67%; In terms of age, 36-50 years old accounts for the largest proportion, accounting for 66.67% and finally over 50 years old, accounting for 33.33%; In the highest educational qualification, Master degree for the largest proportion, accounting for 66.67%, the proportion of Doctoral degree and Bachelor's degree is the same, both at 16.67%; In working experience in live broadcast field, 3 years, 4 years and 6 years account for 16.67%, 50.00% and 33.33% respectively.

**Part 2** Results of data analysis obtained from questioning experts, to evaluate the effectiveness of live broadcast management model and of fresh fruit e-commerce for Consumers' online purchase in Guangxi includes 3 content, 11 classifications. The conclusion of live broadcast management model appears in the table 4.28

**Table 4.28** Conclusion of live broadcast management model Expert Evaluation  
Opinions

Issue	Conformity evaluates items	Effective		
		No.of agree	percentage	Suggestions and reasons (if any)
<b>The elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete</b>				
1	The concept of elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete and innovative.	6	100.00	Annotate the explanation of model elements.
2	The principle of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete	6	100.00	
3	The goal of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete.	6	100.00	
4	The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete	6	100.00	
<b>The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is logical.</b>				
1	The elements of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase is related	6	100.00	When consumer evaluation declines, a
2	The combination of the elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete	6	100.00	self-diagnosis circulative system should be added

Table 4.28 (continued)

Issue	Conformity evaluates items	Effective	
		No.of agree	percentage Suggestions and reasons (if any)
<b>The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is practical</b>			
1	The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is feasible.	6	100.00
2	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the purchase rate of consumers.	6	100.00
3	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the effective utilization rate of enterprise resources	6	100.00
4	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the profits of enterprises	6	100.00
5	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase makes the sales process flexible, and can adjust the pricing, logistics services and sales services of fruit goods according to customer needs and changing competition conditions.	6	100.00

According to the table 4.28 Conclusion of live broadcast management model Expert Evaluation Opinions, 6 experts evaluated the effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi, 11 classifications of 3 content, which agreed by 100% experts.

Experts put forward two new suggestions: one is that a self-diagnosis cycle system should be added when consumer evaluation drops, and the other is annotate the explanation of model elements. Therefore, the researchers designed a new model, As shown in Figure 4.2.

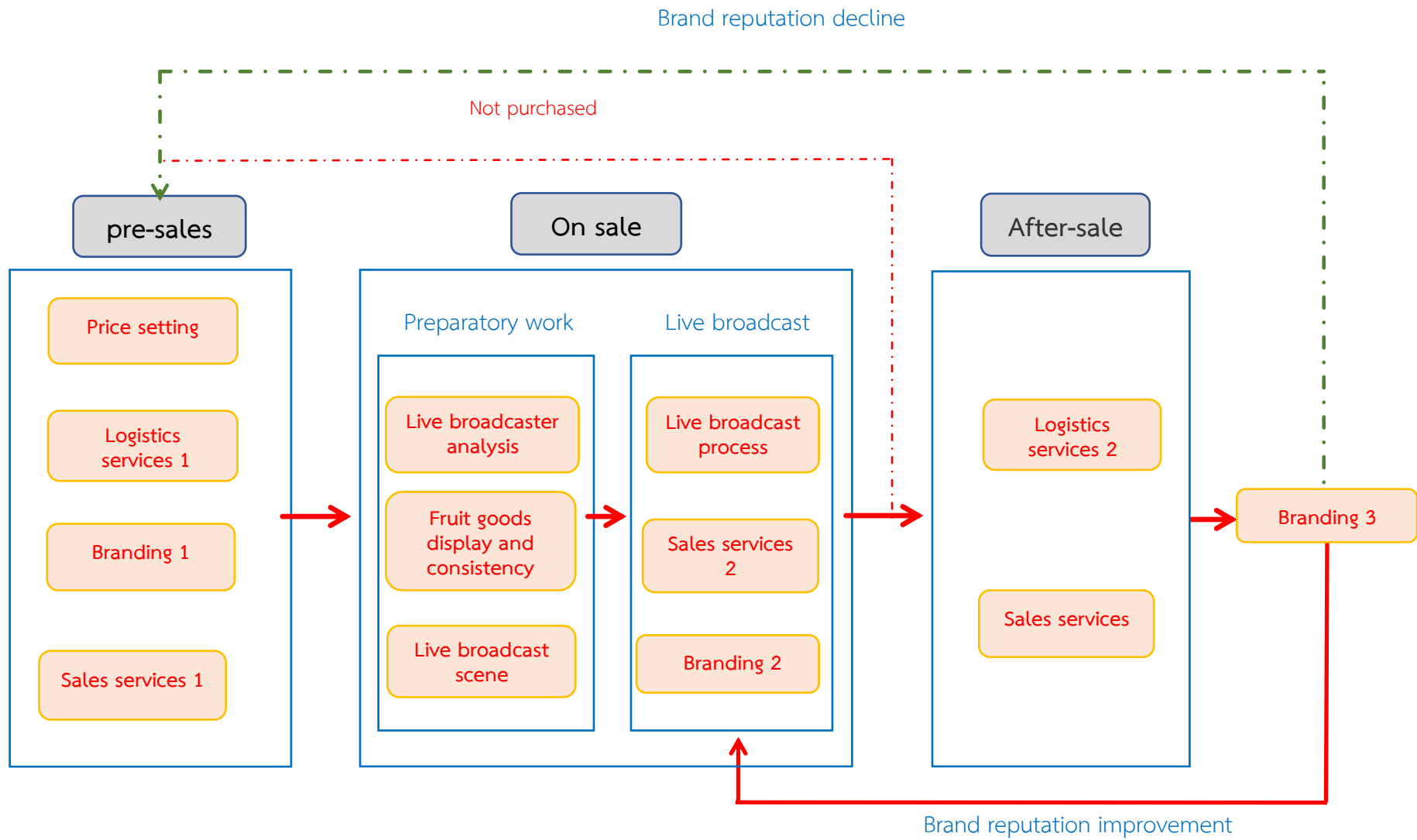


Figure 4.2 The new live broadcast management model of fresh fruit e-commerce for consumers' online purchase in Guangxi



As shown in Figure 4.2 above, The new live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi, a new self-diagnosis circulatory system has been added, when the consumer evaluation declined, a self-diagnosis circulative system should be added: after the sale is completed, consumers have a low evaluation of the live shopping process of fruit goods, so they go back to the pre-sale and rethink the shortcomings of the pre-sale, on sale and after-sale work, so as to improve and promote consumers' purchase.

**Annotate:**

Price setting, which need to be done well before sale, is mainly based on market competition, and there are 5 ideas for reasonable pricing: lightly lower than the price of mainstream competitive goods on live broadcast platforms, Price setting in a tiered manner based on different packaging materials, Price setting in a tiered manner based on purchasing different weight specifications, If consumers buy back more than 3 times, they can negotiate with customer services privately, If consumers buy more at one time, they can negotiate with customer services privately.

Logistics services 1 is mainly the formulation of logistics services rules, including 4 points: logistics services for delivery within 24 hours, logistics services that arrive within 2-4 days, Door-to-door logistics services, packaging specifications of goods and packaging materials of goods, etc.

Branding 1 is mainly include 2 contents: Make Brand Marks Such as the name and logo of the live broadcast room, Advertisement on New Media Platforms Such as a Auto Quicker and Xiaohong Shu for Brand Promotion, etc.

Sales services 1 is mainly includes pre-sales services in sales services, such as introduction of Fruit goods, purchase links of fruit goods and other information.

Live broadcaster analysis, the main work is to choose a suitable Live broadcaster. There are 7 principles: live broadcaster with honesty and realism, live broadcaster with good communication and interaction with consumers, Live broadcaster with the knowledge and ability to host, Live broadcaster with professional knowledge of oral communication, Live broadcaster with professional knowledge of performing arts, Live broadcaster with deep understanding of the knowledge and selling points of the Fruit goods sold, Live broadcaster with deep

knowledge of the Fruit goods sold, Live broadcaster supported by the member teams such as operation, field control and short video shooting.

Fruit goods display and consistency, including 2 contents: Fruit goods display and fruit goods consistency. Fruit goods display needs to attract consumers to stay in the live broadcast room and attract consumers to buy. Fruit goods display has 3 requirements: colorful Fruit goods display that can attract consumers' attention, A detailed display of Fruit goods that enables consumers to generate purchase incentives, Full display of Fruit goods that can bring trust to consumers. Fruit goods consistency mainly requires that the fruits display in the live broadcast room of Fruit goods should be consistent with the fruits received by consumers after purchase, which is crucial and directly related to brand word-of-mouth evaluation and Consumer repurchase. There are 3 requirements: the size of the Fruit goods on the live display should be consistent with the size of the Fruit goods received by the consumers, The freshness of the Fruit goods displayed live is consistent with the freshness of the Fruit goods received by the consumers, The taste of the Fruit goods stated by the Live broadcaster is consistent with the taste of the Fruit goods received by the consumers.

Live broadcast scene is mainly the construction of Live broadcast scene, has 4 ideas: select a live broadcast scene background that reflections the original ecology, Select the Live broadcast scene background that reflects the source of the goods, Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment, Set up Live broadcast scene in a place below 60 decibels.

Live broadcast process, Usually contains 5 contents: select the target consumers to live in more online time slots, Sales promotion activities that can attract consumers can forecast the warm market, Including information about the origin and price of Fruit goods, Including the introduction of Fruit goods information such taste, quality, after-sales service and logistics service, Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation, Attractive promotion activities to guide consumers to purchase.

Sales services 2, whose main work is to interact with consumers, requires to reply to the customer's inquiry within 3 minutes on sale.

Branding 2 is mainly consisting of 3 tasks, Brand promotion with high-quality short videos that attract consumers to watch, Brand promotion for buying live platform traffic, Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion.

Logistics services 2 is mainly the experimentation of Logistics services, and its experimentation system has been designed in Logistics services 1.

Sales services 3 is mainly the experimentation of after-sales service, and its experimentation system has been designed in Sales services 1.

Branding 3 mainly refers to whether the consumer's evaluation of the on-site shopping process of fruit products is good or bad after the sale is completed, which affects brand reputation with 95% favorable evaluation rate

#### **Step 4 Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.**

Write an experimental manual, based on the logic of the model and the practical experience of fresh fruit live broadcast, the researcher writes an experimental manual. The specific details of the model experiment should be described in detail in appendix A: Live broadcast management model of Fresh Fruit Experimental Manual

**Part 1** The Personal information of consumers involved in the questionnaire submission (n=336), including gender, age, number of times to buy fruit goods on live broadcast platform and identity, as shown in table 4.29.

**Table 4.29** The Personal information of consumers involved in the questionnaire submission

(n=336)

Item	Personal Information	Frequency	Percentage
Gender	Male	107	31.85
	Female	229	68.15
	<b>Total</b>	<b>336</b>	<b>100.00</b>
Age	Below 25 yrs.	77	22.92
	25-35 yrs.	137	40.77
	36-50 yrs.	99	29.46
	Over 50 yrs.	23	6.85
	<b>Total</b>	<b>336</b>	<b>100.00</b>
Number of times to buy fruit goods on live broadcast platform	Below 5 times	55	16.37
	5-10 times	81	24.11
	11-20 times	127	37.80
	Over 21 times	73	21.73
	<b>Total</b>	<b>336</b>	<b>100.00</b>
Identity	Students	45	13.39
	Office staff	61	18.15
	Worker	55	16.37
	Government officials	87	25.89
	Freelancers	57	16.96
	Other	31	9.23
	<b>Total</b>	<b>336</b>	<b>100.00</b>

From Table 4.29 it can be seen from the above statistics that among consumers involved in the questionnaire submission (n=336), in terms of gender, women have the highest number, accounting for 68.15%; In terms of age, the age group with the highest proportion is 25-35 years old, accounting for 40.77%, followed by 36-50 years old and Below 25 years old, with a total proportion of 52.38%; In terms of Number of times to buy fruit goods on live broadcast platform, below 5

times, 5-10 times, 11-20 times, and over 21 times account for 16.37%, 24.11%, 37.8%, and 21.73%, respectively; In terms of Identity, students, office staff, worker, government offices, freelancers, and other account for 13.39%, 18.15%, 16.37%, 25.89%, 16.96%, and 9.23% respectively.

**Part 2** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

The results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi are obtained by a questionnaire survey of 336 consumers, includes 8 dimensions: live broadcaster analysis, fruit goods display and consistency, live broadcast scene, price setting, live broadcast process, sales services, logistics services and branding.

1. Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis, as shown in table 4.30.

**Table 4.30** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcaster analysis

No.	Items	N	$\bar{X}$	S.D.	Level	Ranking
1	The performance of the fruit live broadcaster can attract you to watch	336	4.655	0.567	The highest	2
2	The detailed fruit goods information you get from the live broadcast of the live broadcaster	336	4.658	0.571	The highest	1
3	Live broadcasters can answer consumers' inquiries in a timely manner and actively interact with consumers	336	4.414	0.808	High	3

From Table 4.30 the results of data analysis of experiment the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in

Guangxi, dimension of live broadcaster analysis, found that the first ranked item is the detailed fruit goods information you get from the live broadcast of the live broadcaster, which is the highest level ( $\bar{X}=4.658$ ); the second ranked item is the performance of the fruit live broadcaster can attract you to watch, which is the highest level ( $\bar{X}=4.655$ ); the last ranked item is live broadcasters can answer consumers' inquiries in a timely manner and actively interact with consumers ,which is high level ( $\bar{X}=4.414$ ).

2. Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency, as shown in table 4.31.

**Table 4.31** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency

No.	Items	N	$\bar{X}$	S.D.	Level	Ranking
4	The display of fruits in the live broadcast can arouse your desire to buy	336	4.598	0.600	The highest	2
5	The size of the fruit goods displayed in the live broadcast is consistent with the size of the fruit goods received by consumers	336	4.628	0.558	The highest	1
6	The freshness of the fruit goods displayed in the live broadcast is consistent with the freshness of the fruit goods received by the consumers	336	4.479	0.719	High	3
7	The taste of the fruit goods displayed in the live broadcast is consistent with the taste of the fruit goods received by the consumers	336	4.452	0.710	High	4

From Table 4.31 the results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of fruit goods display and consistency, found that the first ranked item is the size of the fruit goods displayed in the live broadcast is consistent with the size of the fruit goods received by consumers, which is the highest level ( $\bar{x}=4.628$ ); the second ranked item is the display of fruits in the live broadcast can arouse your desire to buy, which is the highest level ( $\bar{x}=4.598$ ); the third ranked item is the freshness of the fruit goods displayed in the live broadcast is consistent with the freshness of the fruit goods received by the consumers, which is high level ( $\bar{x}=4.479$ ); the last ranked item is the taste of the fruit goods displayed in the live broadcast is consistent with the taste of the fruit goods received by the consumers, which is high level ( $\bar{x}=4.452$ ).

3. Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene, as shown in table 4.32.

**Table 4.32** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene

No.	Items	N	$\bar{x}$	S.D.	Level	Ranking
8	The live broadcast scene makes you feel that the fruit goods sold are real and reliable	336	4.568	0.660	The highest	1
9	The live broadcast scene makes you feel that the fruit goods sold are primary sources	336	4.387	0.782	High	3
10	No noise was heard during the live broadcast	336	4.521	0.567	The highest	2

From Table 4.32 the results of data analysis of experiment the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast scene, found that the live broadcast scene makes you feel that the fruit goods sold are real and reliable, which is the highest level ( $\bar{x}=4.568$ ); the second ranked item is no noise was heard during the live broadcast, which is the highest level ( $\bar{x}=4.521$ ); the last ranked item is the live broadcast scene makes you feel that the fruit goods sold are primary sources, which is high level ( $\bar{x}=4.387$ ).

4. Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of price setting, as shown in table 4.33.

**Table 4.33** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of price setting

No.	Items	N	$\bar{X}$	S.D.	Level	Ranking
11	You can accept the price of fruit goods	336	4.461	0.630	High	2
12	There are many pricing methods for fruit goods for you to choose from	336	4.548	0.575	The highest	1

From Table 4.33 the results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of price setting, found that the first ranked item is there are many pricing methods for fruit goods for you to choose from, which is the highest level ( $\bar{x}=4.548$ ); the last ranked item is you can accept the price of fruit goods, which is high level ( $\bar{x}=4.461$ ).

5. Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process, as shown in table 4.34.



**Table 4.34** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process

No.	Items	N	$\bar{X}$	S.D.	Level	Ranking
13	When watching the live broadcast platform, you can see the fruit live broadcast of our company	336	4.351	0.769	High	4
14	After watching the live broadcast, you can get detailed information about fruit goods	336	4.539	0.706	The highest	2
15	There are promotional activities that attract you during the live broadcast	336	4.446	0.697	High	3
16	The live broadcaster will tell you how to buy it during the live broadcast	336	4.634	0.588	The highest	1

From Table 4.34 the results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of live broadcast process, found that the first ranked item is the live broadcaster will tell you how to buy it during the live broadcast. ,which is the highest level ( $\bar{X}$ =4.634); the second ranked item is after watching the live broadcast, you can get detailed information about fruit goods, which is the highest level ( $\bar{X}$ =4.539); the third ranked item is there are promotional activities that attract you during the live broadcast, which is high level ( $\bar{X}$ =4.446); the last ranked item is when watching the live broadcast platform, you can see the fruit live broadcast of our company, which is high level ( $\bar{X}$ =4.351).

6. Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of sales services, as shown in table 4.35.

**Table 4.35** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of sales services

No.	Items	N	$\bar{X}$	S.D.	Level	Ranking
17	Before buying, you can get the information of fruit goods in the live broadcast room	336	4.661	0.560	The highest	1
18	Before buying, you can find the purchase link in the live broadcast room	336	4.622	0.600	The highest	2
19	Customer service can answer your inquiry in time	336	4.497	0.694	High	3
20	Our company can deal with after-sales problems in time	336	4.414	0.755	High	4

From Table 4.35 the results of data analysis of experiment the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of sales services, found that the first ranked item is before buying, you can get the information of fruit goods in the live broadcast room, which is the highest level ( $\bar{X}$  =4.661); the second ranked item is before buying, you can find the purchase link in the live broadcast room which is the highest level ( $\bar{X}$  =4.622); the third ranked item is customer service can answer your inquiry in time, which is high level ( $\bar{X}$  =4.497); the last ranked item is our company can deal with after-sales problems in time, which is high level ( $\bar{X}$  =4.414).

7. Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of logistics services, as shown in table 4.36.

**Table 4.36** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of logistics services

No.	Items	N	$\bar{X}$	S.D.	Level	Ranking
21	Our company can deliver goods within the promised time	336	4.592	0.559	The highest	2
22	You can receive the goods within the time promised by our company	336	4.554	0.570	The highest	3
23	Fruit goods have not been damaged due to logistics packaging	336	4.420	0.740	High	4
24	Our company can provide home delivery service	336	4.714	0.547	The highest	1

From Table 4.36 the results of data analysis of experiment the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of logistics services, found that the first ranked item is our company can provide home delivery service, which is the highest level ( $\bar{X}=4.714$ ); the second ranked item is our company can deliver goods within the promised time, which is the highest level ( $\bar{X}=4.592$ ); the third ranked item is you can receive the goods within the time promised by our company, which is the highest level ( $\bar{X}=4.554$ ); the last ranked item is fruit goods have not been damaged due to logistics packaging, which is high level ( $\bar{X}=4.420$ ).

Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of branding, as shown in table 4.37.

**Table 4.37** Results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, dimension of branding

No.	Items	N	$\bar{X}$	S.D.	Level
25	You can see the brand name and logo of our company in the live broadcast scene	336	4.747	0.461	The highest
26	You are willing to give a good evaluation of your shopping experience	336	4.545	0.718	The highest
27	You have often seen the live broadcast of fruit goods of our company on the live broadcast platform	336	4.387	0.694	High
28	You often see short videos of our company's live broadcast on other new media platforms.	336	4.402	0.729	High

From Table 4.37 the results of data analysis of experiment the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi, dimension of branding, found that you can see the brand name and logo of our company in the live broadcast scene, which is the highest level ( $\bar{X}=4.747$ ); the second ranked item is you are willing to give a good evaluation of your shopping experience, which is the highest level ( $\bar{X}=4.545$ ); the third ranked item is you often see short videos of our company's live broadcast on other new media platforms., which is high level ( $\bar{X}=4.402$ ); the last ranked item is you have often seen the live broadcast of fruit goods of our company on the live broadcast platform, which is high level ( $\bar{X}=4.387$ ).

Experiment the live broadcast management model of fresh fruit e-commerce for consumers' online purchase in Guangxi is from February 1st, 2024 to February 3rd, 2024. The three days before the experiment, the sales on January 29th, 2024 were

48,448 RMB, the sales on January 30th, 2024 were 50,039 RMB, and the sales on January 31st, 2024 were 57387 RMB, the average sales in the three days before the experiment were 51958 RMB. During the experiment, the sales on February 1st, 2024 were 96488 RMB, the sales on February 2nd, 2024 were 128516 RMB, and the sales on February 3rd, 2024 were 133060 RMB, the average sales during the experiment was 119355 RMB. The average sales during the experiment increased by 129.7% compared with the average sales in the three days before the experiment.

## Chapter 5

### Conclusion Discussion and Recommendations

#### Conclusion

The objectives of this research are:

1. To study the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi.
2. To evaluate the elements and create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.
3. To evaluate the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.
4. To experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

According to the research results (in Chapter 4), the conclusion as follows:

**Objective 1** : To study the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

The elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi are obtained by interviewing, includes 8 contents: live broadcaster analysis, fruit goods display and consistency, live broadcast scene, price setting, live broadcast process, sales services, logistics services, branding.

In dimension of live broadcaster analysis, Live broadcaster with realism (100%), Live broadcaster with good communication and interaction with consumers (100%), Live broadcaster with the knowledge and ability to host (91.7%), Live broadcaster with professional knowledge of oral communication (83.3%), Live broadcaster with professional knowledge of performing arts (83.3%), Live broadcaster with deep knowledge of the fruit goods sold (83.3%), Live broadcaster supported by the member teams such as operation, field control and short video shootings (66.7%)

In dimension of fruit goods display and consistency, Colorful fruit goods display that can attract consumers' attention (100%), A detailed display of fruit goods (91.7%), A full display of Fruit goods (91.7%), The size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the

consumers (83.3%), The freshness of the fruit goods displayed live is consistent with the freshness of the fruit goods received by the consumers (83.3%) and The taste of the fruit goods stated by the Live broadcaster is consistent with the taste of the fruit goods received by the consumers (83.3%).

In dimension of live broadcast scene, select a Live broadcast scene background that reflects the original ecology (91.7%), Select the Live broadcast scene background that reflects the source of the goods (91.7%), Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment (66.7%), Set up Live broadcast scene in a relatively quiet place (66.7%) and More than 5 square meters are required for Live broadcast scene construction (58.3%).

In dimension of price setting, Equal to or lower than the price of mainstream competitive goods on live broadcast platforms (100%), Price setting in a tiered manner based on different packaging materials (91.7%), Price setting in a tiered manner based on purchasing different weight specifications is the higher and recognized (91.7%), If consumers buy back more than 5 times, they can negotiate with customer services privately (66.7%) and If consumers buy more at one time, they can negotiate with customer services privately (66.7%).

In dimension of live broadcast process, Select the target consumers to live in more online time slots (100%), Sales promotion activities that can attract consumers can forecast the warm market (91.7%), Including information about the origin and price of fruit goods (91.7%), Including the introduction of product information such as taste, quality of fruit goods and after-sales service (91.7%), Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation (83.3%) and Attractive promotion activities to guide consumers to purchase (83.3%).

In dimension of sales services, Pre-sales services with fruit goods picture introduction (100%), Pre-sales services with quoted prices for Fruit goods (91.7%), Pre-sales services with Fruit goods purchase links (91.7%), Timely reply to customer services consultation and on-sale services (83.3%), After-sales service with compensation or refund if bad fruit is received (83.3%) and After-sales service with reissue (75%).

In dimension of logistics services, Logistics services for delivery within 24 hours (91.7%), Logistics services that arrive within 4 days (91.7%), Effectively Protect the

Logistics Packaging of Fruit goods (91.7%), Door-to-door logistics services (75%) and to help consumers to buy logistics insurance (58.3%).

In dimension of branding, have brand marks such as the name and logo of the live broadcast room (91.7%), Brand reputation with 95% favorable evaluation rate (91.7%), There is a brand promotion of high-quality short video drainage (91.7%), Brand promotion for buying live platform traffic (66.7%), Advertise on new media platforms such as A Auto Quicker, Xiaohongshu for brand promotion (66.7%) and Advertising in TV, newspapers and other traditional media for brand promotion (58.3%).

**Objective 2:** To evaluate the elements and create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

Results of data analysis obtained from questioning experts, to evaluate the consistency of elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi, accordance with the opinions of experts, there are 43 items with a median value of 3.50 and above and an interquartile range of 1.50 and below is valid and needs to be preserved; 3 items with a median value of 3.50 below and an interquartile range of 1.50 above is invalid and needs to be deleted. Items to be deleted are: More than 5 square meters are required for Live broadcast scene construction, to help consumers to buy logistics insurance, Advertising in TV, newspapers and other traditional media for brand promotion.

From additional comments and suggestions from the evaluation, it was found that the experts suggested that the text of live broadcast management elements of fresh fruit E-commerce for Consumers' online purchase in Guangxi, should be revised in order to make the elements more consistent and complete.

The experts suggested that the elements of live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi should be revised to make the elements more consistent and complete which summarizes the improvement results, 12 items need modified at the suggestion of experts, as follows:

Original item, Live broadcaster with realism modified to new item, Live broadcaster with a sense of honesty and realism; Original item, Live broadcaster with deep knowledge of the fruit goods sold modified to new item, Live broadcaster with



deep understanding of the knowledge and selling points of the fruit goods sold; Original item, A detailed display of fruit goods modified to new item, A detailed display of fruit goods that enables consumers to generate purchase incentives; Original item, A full display of fruit goods modified to new item, Full display of fruit goods that can bring trust to consumers; Original item, Set up Live broadcast scene in a relatively quiet place modified to new item, Set up Live broadcast scene in a place below 60 decibels; Original item, Equal to or lower than the price of mainstream competitive goods on live broadcast platforms modified to new item, Slightly lower than the price of mainstream competitive goods on live broadcast platforms; Original item, If consumers buy back more than 5 times, they can negotiate with customer services privately modified to new item, If consumers buy back more than 3 times, they can negotiate with customer services privately; Original item, Including the introduction of product information such as taste, quality of fruit goods and after-sales service modified to new item, Including the introduction of fruit goods information such taste, quality, after-sales service and logistics service; Original item, Pre-sales services with fruit goods pictures introduction modified to new item, Pre-sales services with fruit goods information introduction; Original item, Timely reply to customer services consultation and on-sale services modified to new item, On sale, reply to the customer's inquiry within 3 minutes; Original item, Logistics services that arrive within 4 day modified to new item, Logistics services that arrive within 2-4 days; Original item, There is a brand promotion of high-quality short video drainage modified to new item, Brand promotion with high-quality short videos that attract consumers to watch.

1. Results of create live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

According to the above research results and the sales process, the live broadcast management model is designed. Which is divided into 3 parts: pre-sale, in-sale and after-sale and 2 circulation system.

Pre-sale, including 4 tasks: price setting, logistics services 1, branding and sales services 1; On sale, including 2 tasks: preparatory work and live broadcast, the preparatory work includes 3 contents: live broadcaster analysis, fruit goods display and consistency, and live broadcast scene; live broadcast contains 2 contents: live broadcast process and sales services<sup>2</sup>; After-sales, including 2 tasks: logistics services

2 and sales services 3; Circulation system, including 3 system: one is positive circulation system, and the other two are Self-diagnosis circulatory systems.

**Objective 3:** To evaluate the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

The model has passed the evaluation of all experts, 6 experts evaluated 11 classifications of 3 content which were unanimously agreed by 100% experts.

The experts gave two new suggestions: one is when the consumer evaluation declined, a self-diagnosis circulatory system should be added. therefore, the researchers designed a new model which is added a self-diagnosis circulative system: after the sale is completed, consumers have a low evaluation of the live shopping process of fruit goods, so they go back to the pre-sale and rethink the shortcomings of the pre-sale, on sale and after-sale work, so as to improve and promote consumers' purchase, and the other is annotate the explanation of model elements.

**Objective 4:** To experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

The results of data analysis of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi are obtained by a questionnaire survey of 336 consumers, includes 8 dimensions: live broadcaster analysis, fruit goods display and consistency, live broadcast scene, price setting, live broadcast process, sales services, logistics services and branding.

In dimension of live broadcaster analysis, the performance of the fruit live broadcaster can attract you to watch ( $\bar{X}=4.655$ ), the detailed fruit goods information you get from the live broadcast of the live broadcaster ( $\bar{X}=4.658$ ), live broadcasters can answer consumers' inquiries in a timely manner and actively interact with consumers ( $\bar{X}=4.414$ ).

In dimension of fruit goods display and consistency, the display of fruits in the live broadcast can arouse your desire to buy ( $\bar{X}=4.598$ ), the size of the fruit goods displayed in the live broadcast is consistent with the size of the fruit goods received by consumers ( $\bar{X}=4.628$ ), the freshness of the fruit goods displayed in the live broadcast is consistent with the freshness of the fruit goods received by the consumers ( $\bar{X}=4.479$ ) and the taste of the fruit goods displayed in the live broadcast is consistent with the taste of the fruit goods received by the consumers ( $\bar{X}=4.452$ ).

In dimension of live broadcast scene, the live broadcast scene makes you feel that the fruit goods sold are real and reliable ( $\bar{X}=4.568$ ), the live broadcast scene makes you feel that the fruit goods sold are primary sources ( $\bar{X}=4.387$ ) and no noise was heard during the live broadcast ( $\bar{X}=4.521$ ).

In dimension of price setting, you can accept the price of fruit goods ( $\bar{X}=4.461$ ) and there are many pricing methods for fruit goods for you to choose from ( $\bar{X}=4.548$ ).

In dimension of live broadcast process, when watching the live broadcast platform, you can see the fruit live broadcast of our company ( $\bar{X}=4.351$ ), after watching the live broadcast, you can get detailed information about fruit goods ( $\bar{X}=4.539$ ), there are promotional activities that attract you during the live broadcast ( $\bar{X}=4.446$ ) and the live broadcaster will tell you how to buy it during the live broadcast ( $\bar{X}=4.634$ ).

In dimension of sales services, before buying, you can get the information of fruit goods in the live broadcast room ( $\bar{X}=4.661$ ), before buying, you can find the purchase link in the live broadcast room ( $\bar{X}=4.622$ ), customer service can answer your inquiry in time ( $\bar{X}=4.497$ ) and our company can deal with after-sales problems in time ( $\bar{X}=4.414$ ).

In dimension of logistics services, our company can deliver goods within the promised time ( $\bar{X}=4.592$ ), you can receive the goods within the time promised by our company ( $\bar{X}=4.554$ ), fruit goods have not been damaged due to logistics packaging ( $\bar{X}=4.420$ ) and our company can provide home delivery service ( $\bar{X}=4.714$ ).

In dimension of branding, you can see the brand name and logo of our company in the live broadcast scene ( $\bar{X}=4.747$ ), you are willing to give a good evaluation of your shopping experience ( $\bar{X}=4.545$ ), you have often seen the live broadcast of fruit goods of our company on the live broadcast platform ( $\bar{X}=4.387$ ) and you often see short videos of our company's live broadcast on other new media platforms ( $\bar{X}=4.402$ ).

Experiment the live broadcast management model of fresh fruit e-commerce for consumers' online purchase in Guangxi is from February 1st, 2024 to February 3rd, 2024. the average sales in the three days before the experiment were 51958 RMB. During the experiment, the sales on February 1st, 2024 were 96488 RMB, the sales on

February 2nd, 2024 were 128516 RMB, and the sales on February 3rd, 2024 were 133060 RMB, the average sales during the experiment was 119355 RMB. The average sales during the experiment increased by 129.7% compared with the average sales in the three days before the experiment.

## **Discussion**

This research used questionnaire survey, structured in-depth interview and expert evaluation to analyze the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi. The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi is constructed and evaluated, the complex relationship between the relevant subjects and elements is clarified.

### **Live broadcaster analysis**

Live broadcaster analysis is very important for live broadcast management, consistent with Wang Yan (2023), Li Xia (2023), Yang Yanyan (2023), Cheng Yundi (2023), Wang Yajie (2023), Dong Yuhui (2022), Hu Zuohao (2022), Zhu Kexin (2023) and Lin Lin (2023). The scholars all think that live broadcaster has obvious influence on consumers' purchasing intention.

### **Fruit goods display and consistency**

Live broadcast scene consistent with Lu Mixue (2023), Zhang Guozheng (2017), Zhu Kexin (2023), Dong Yuhui (2022), Wang Yajie (2023), Yang Yanyan (2023) and Li Xia (2023). The scholars all think that fruit goods display and consistency have a significant impact on consumers' purchase intention.

### **Live broadcast scene**

Live Broadcast Scene Consistent with Li Xia (2023), Wang Yajie (2023), Dong Yuhui (2022), Zhu Kexin (2023), Lin Lin (2023), Liu Dongfeng (2022) and Tan Shuyi (2023) The scholars all think that Live Broadcast Scene all purchase consumers.

### **Price setting**

Based on high-quality and low-priced goods, we will create high-quality content, improve the ability to dig, interpret and answer the explosive points of goods to be sold, and carry out flexible and diverse marketing incentives such as quotas, subsidies and discounts to ensure the continuous attention of live viewers to the live broadcaster and corresponding goods. (Liu Pingsheng, 2020). The quality and

safety of fresh goods, the reasonable price of fresh goods and the rich variety of fresh goods indicate that quality, price and variety have an important influence on consumers' purchasing intention (Mi Xue, 2023). Implementing the strategy of matching price grades, launching differentiated pricing according to product types, and setting price grades can effectively strengthen the overall service image of fresh e-commerce enterprises, so that they can establish a certain brand image in the hearts of consumers (Li Simin, 2023).

#### **Live broadcast process**

Merchants can pay attention to the control of time rhythm in the live broadcast process, kill the specific price at the nodes with more traffic in the live broadcast room, and use marketing skills appropriately to encourage consumers to have a stronger purchase intention and improve the live broadcast conversion rate (Yang Yanyan, 2023). In the live broadcast process, the selling points of goods are fully displayed, and the content creation orientation is strong. Consumers' interest points can also be continuously created according to the live broadcast process, thus guiding the audience to stimulate unplanned demand or new demand (Liu Dongfeng, 2022). In the process of live broadcast, sales promotion activities can increase the turnover, thus effectively driving the sales of fresh goods, thus realizing the losses caused by sales promotion activities (Li Simin, 2023).

#### **Sales services**

Communicate with consumers in a timely and good way, try to answer questions and make consumers feel that businesses exist in real time. This requires live broadcasters to make adequate preparations for the background knowledge related to agricultural goods before taking up their posts, so as to ensure that they can accurately introduce goods to consumers and respond to questions at the first time in the live broadcast, create a friendly live broadcast atmosphere for consumers of agricultural goods, enhance consumers' trust, and improve the live broadcast marketing effect (Yang Yanyan, 2023). The live broadcaster shows and explains the goods in a vivid and intuitive way. In the live broadcast room, customers ask and answer questions with the live broadcaster in real time through barrage, and interact with the live broadcaster in real time on product use, price promotion, after-sales guarantee and other issues, which not only meets customers' personalized consumption needs, but also enhances customers' purchasing experience

(Hu Zuohao, 2022). To improve the service quality of the platform, customer service personnel should receive professional induction training before taking up their posts, communicate with consumers actively and patiently, and solve the after-sales problems clearly and promptly, which can bring consumers a good shopping experience (Lumixue, 2023).

### **Logistics services**

Multi-scene marketing and the provision of related service guarantees (such as transportation insurance, quality assurance, logistics timeliness, etc.) can effectively reduce consumers' risk perception and enhance consumers' purchasing confidence (Luo Weiyi, 2023). The wide distribution range, fast distribution speed and reasonable distribution cost indicate that consumers pay high attention to logistics distribution as a whole. Reasonable distribution cost can reduce consumers' costs and make consumers more willing to buy (Lumixue, 2023). We should try our best to help customers solve problems, do a good job in after-sales tracking service, and keep caring for consumers. When consumers are dissatisfied, they can negotiate with merchants to return or exchange goods (Li Simin, 2023).

### **Branding**

Entity enterprises can expand brand promotion and influence based on live marketing with goods, and from the perspective of usefulness and novelty, create explosive goods that consumers like and promote economic benefits by mining the consumption habit information of fans on the platform (Shi Yongdong, 2020). Entity enterprises can expand brand promotion and influence based on live marketing with goods (Luo Weiyi, 2023). Enterprises can create their own brands, ensure the overall quality of fresh goods, and gradually develop the brand development concept that endows them with high quality, so as to bring consumers higher quality fresh goods (Li Simin, 2023).

## Recommendations

The findings from the present research bring twofold suggestions: applicability of the results and future research.

### Applicability of the results

This research holds that live broadcaster analysis, fruit goods display and consistency, live broadcast scene, price setting, live broadcast process, sales services, the eight elements of logistics services, branding are positively related to live broadcast management of fresh fruit e-commerce for Consumers' online purchase in Guangxi. The interrelation of each element has been expressed visually and clearly through the construction of the model. At this point, based on the existing conclusions, the results can be applied to the following aspects.

1. Fresh fruit live broadcaster, which gives people a sense of reality, can communicate well with consumers, has the knowledge of hosting, professional knowledge of oral communication and professional knowledge of performing arts, and has a deep understanding of the knowledge and selling points of the fruits sold, and has team support and cooperation, which has a positive impact on consumers' buying behavior. In addition to learning live broadcast knowledge and skills at school, live broadcaster also needs to communicate with peers at work, participate in relevant training courses, and constantly learn and summarize to improve their live broadcast delivery level.

2. The display of fruit goods with rich colors and full display, the consistency of the size, freshness and taste of fruit goods displayed live with the size, freshness and taste of fruit goods received by consumers has a positive impact on consumers' buying behavior. The entrepreneur of fruit goods live broadcast should be an honest and trustworthy person, and secondly, the supplier of fruit goods should also be an honest and trustworthy person.

3. Choosing a place that can reflect the original ecology, the source of goods, and the live broadcast scene below 60 decibels has a positive impact on consumers' buying behavior. The success rate of building live broadcast scenes in fruit planting parks is the highest. followed by building live broadcast scenes in packaging factories, and then building live broadcast scenes in indoor live broadcast rooms.

4. The price of fresh fruit goods has a positive impact on consumers' purchasing behavior, and the pricing should be slightly lower than the price of

mainstream competitive goods on the live broadcast platform, and the stepped pricing should be based on different packaging materials and different weight specifications. Consumers who buy more than three times and buy more goods at one time can bargain.

5. The live broadcast process has a positive impact on consumers' purchasing behavior. Fruit live broadcast selling enterprises should choose the target consumers to broadcast live online for many hours. In the live broadcast process, it should include the promotion activities that can attract consumers, detailed information introduction of fresh fruit goods, emphasis on favorable selling points and attractive promotion activities for consumers, and actively guide consumers to buy.

6. Sales service has a positive impact on consumers' purchasing behavior. Fruit live broadcast selling enterprises should do a good job in pre-sales, in-sales and after-sales services, and need to reply to consumers' inquiries and complaints within 3 minutes.

7. The logistics packaging of fruit goods with effective protection can be delivered within 24 hours and delivered within 2-4 days. The logistics service of door-to-door delivery has a positive impact on consumers' purchasing behavior. This task needs to supervise the delivery of the warehouse and the transportation of the logistics company, and update the logistics service information of fruit goods in the live broadcast platform in time, so that consumers can check whether the fruit goods have been delivered at any time, if so, when the goods will arrive there and when they are expected to arrive.

8. Branding with the name and logo of the live broadcast room, brand reputation with 95% favorable rate, and high-quality short videos that attract consumers to watch have a positive impact on consumers' buying behavior. branding should also do a good job in placing advertisements on new media platforms such as Aauto Quicker and Xiaohongshu, buying live broadcast platform traffic, and pay attention to consumers' shopping experience and evaluation in time.

9. The live broadcaster team should do a good job of self-monitoring, timely reflection and improvement. The fruit live broadcast team is required to hold a meeting and discuss every day after completing the work of the live broadcast team, to study the demands expressed by consumers when interacting with consumers in the live broadcast, and to study the live broadcast data such as the total transaction



amount, input-output ratio, customer unit price, fruit goods conversion rate in the live broadcast room, per capita online time in the live broadcast room, etc., and to find out the shortcomings and improve them.

### **Future Research**

Live delivery is a very promising industry, and it is difficult to compete in practice. How to stand out from many competitors, maintain sustained profitability, and become bigger and stronger is a problem worthy of consideration for many live delivery business owners. In the future, the research can be further expanded, extended and deepened around the following aspects.

1. Strengthen the training of live broadcaster ability improvement and research on enhancing live broadcaster's loyalty to the enterprise. This research mainly explores what kind of live broadcasters can promote consumers to buy, however, how to improve the ability of live broadcasters and how to train live broadcasters remains to be studied. If the live broadcaster with strong ability has low loyalty to the enterprise, it is often easy to jump ship or go it alone. Therefore, the live broadcaster's loyalty to the enterprise is very important, and how to improve the live broadcaster's loyalty to the enterprise needs in-depth research.

2. The research on the selection of goods and the choice of fresh fruit goods for live broadcast directly affect the sales and profits of enterprises. This research mainly explores the display and consistency of fruit goods. As for what kind of fruit goods to choose for live broadcast and how to choose fruit goods, the next step needs to be studied.

3. Strengthen the research on brand promotion of buying live broadcast platform traffic. Buying live broadcast platform traffic is a very important link in live broadcast. This research mainly explores what branding contains in live fruit broadcast. However, brand promotion of buying live broadcast platform traffic is an investment behavior. When to buy live broadcast platform traffic, how to bring better services to enterprises at a lower cost, and more traffic is the next step to be studied.

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## Appendices

## Appendix A

Live Broadcast Management Model of Fresh  
Fruit Experimental Manual

# Live Broadcast Management Model of Fresh Fruit Experimental Manual



## **preface**

This experimental manual is divided into 5 parts, the first part is diagram of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi, which is designed according to the sales process and the research results of Part 1 and Part 2. The second part is that pre-sale includes 4 tasks: pricing, logistics service, brand and sales service, which need to be done well before sale. The third part is that on sale includes 2 tasks: preparatory work and live broadcast, the preparatory work includes 3 contents: live broadcaster analysis, fruit goods display and consistency, and live broadcast scene, which are essential elements of live broadcast, and we need to prepare them before the live broadcast begins; live Broadcast contains 2 contents: live broadcast process and sales services<sup>2</sup>. The fourth part is that after-sales includes 2 tasks: logistics services<sup>2</sup> and sales services<sup>3</sup>. The fifth part is that circulation system includes 2 tasks: positive circulation system and self-diagnosis circulatory system.

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## Live Broadcast Management Model

live broadcast management model of fresh fruit E-commerce for Consumers'online purchase in Guangxi, which is designed according to the sales process and the research results of step 1 and step 2.

This model contains four contents: pre-sale, on sale, after-sales, circulation system, as shown in Figure 1

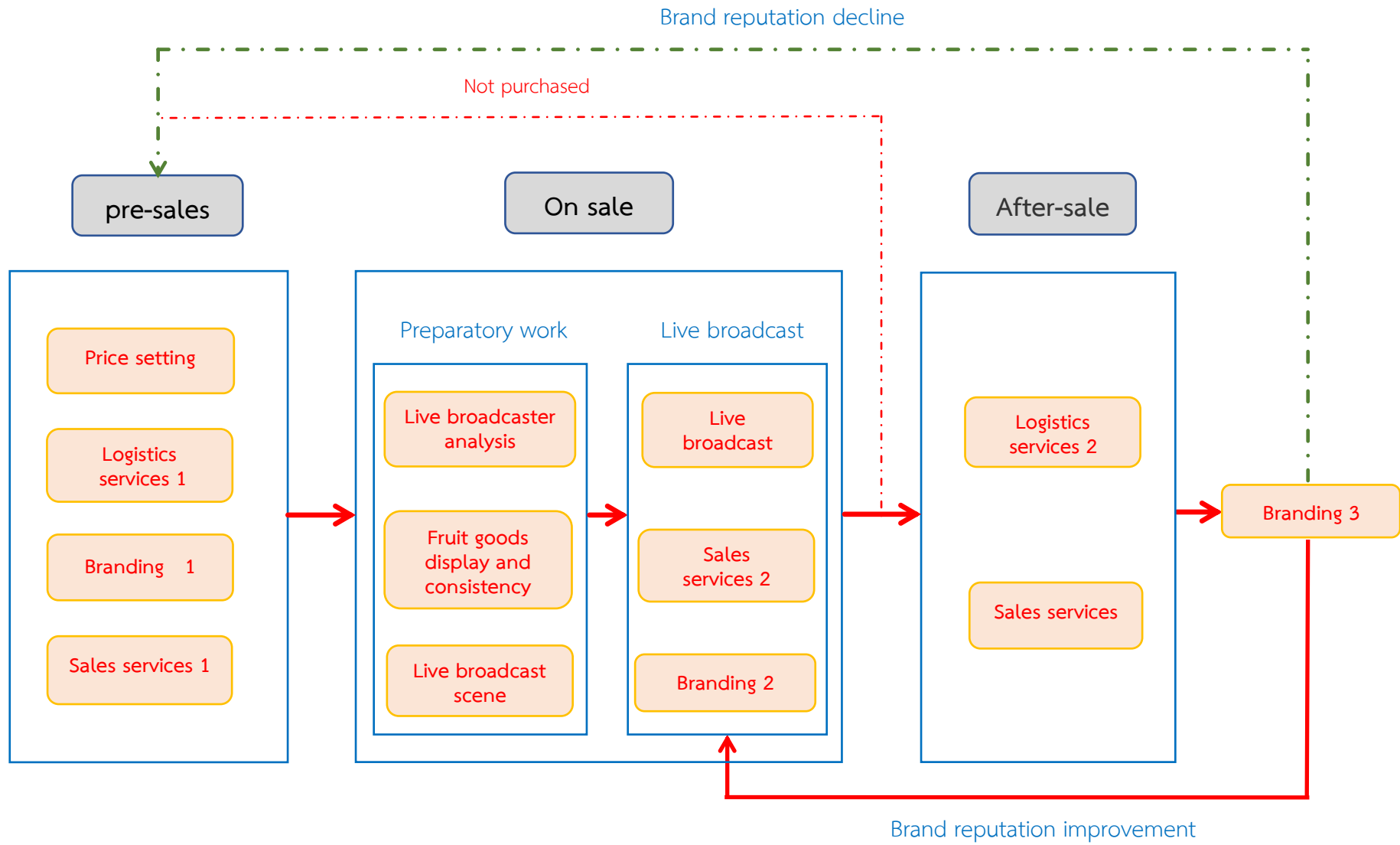


Figure 4.2 The new live broadcast management model of fresh fruit e-commerce for consumers' online purchase in Guangxi

According to the sales process, the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi is divided into 3 parts: pre-sale, in-sale and after-sale and 2 circulation system

### **1.Pre-sale**

Pre-sale, including 4 tasks: Price setting, Logistics services 1, Branding and Sales

1.1 Price setting, which need to be done well before sale.

Price setting is mainly based on market competition, and there are 5 ideas for reasonable pricing: lightly lower than the price of mainstream competitive goods on live broadcast platforms, Price setting in a tiered manner based on different packaging materials, Price setting in a tiered manner based on purchasing different weight specifications, If consumers buy back more than 3 times, they can negotiate with customer services privately, If consumers buy more at one time, they can negotiate with customer services privately.

1.2 Logistics services 1 is mainly the formulation of logistics services rules, including 4 points: logistics services for delivery within 24 hours, logistics services that arrive within 2-4 days, Door-to-door logistics services, packaging specifications of goods and packaging materials of goods, etc.

1.3 Branding 1 mainly includes 2 contents: Make Brand Marks Such as the name and logo of the live broadcast room, Advertisement on New Media Platforms Such as a Auto Quicker and Xiaohong Shu for Brand Promotion, etc.

1.4 Sales services 1 mainly includes pre-sales services in sales services, such as introduction of Fruit goods, purchase links of fruit goods and other information.

### **2. On sale**

On sale, including 2 tasks: Preparatory work and Live broadcast. The Preparatory work includes 3 contents: Live broadcaster analysis, Fruit goods display and consistency, and Live broadcast scene, which are essential elements of live broadcast, and we need to prepare them before the live broadcast begins; Live Broadcast contains 2 contents: Live broadcast process and Sales services2.

#### **2.1 Preparatory work**

The Preparatory work includes 3 contents: Live broadcaster analysis, fruit goods display and consistency, and Live broadcast scene, which are essential elements of live

broadcast, and we need to prepare them before the live broadcast begins.

2.1.1 Live broadcaster analysis, the main work is to choose a suitable Live broadcaster. There are 7 principles: live broadcaster with honesty and realism, live broadcaster with good communication and interaction with consumers, Live broadcaster with the knowledge and ability to host, Live broadcaster with professional knowledge of oral communication, Live broadcaster with professional knowledge of performing arts, Live broadcaster with deep understanding of the knowledge and selling points of the Fruit goods sold, Live broadcaster with deep knowledge of the Fruit goods sold, Live broadcaster supported by the member teams such as operation, field control and short video shooting.

2.1.2 Fruit goods display and consistency, including 2 contents: Fruit goods display and fruit goods consistency. Fruit goods display needs to attract consumers to stay in the live broadcast room and attract consumers to buy. Fruit goods display has 3 requirements: colorful Fruit goods display that can attract consumers' attention, A detailed display of Fruit goods that enables consumers to generate purchase incentives, Full display of Fruit goods that can bring trust to consumers. Fruit goods consistency mainly requires that the fruits display in the live broadcast room of Fruit goods should be consistent with the fruits received by consumers after purchase, which is crucial and directly related to brand word-of-mouth evaluation and Consumer repurchase. There are 3 requirements: the size of the Fruit goods on the live display should be consistent with the size of the Fruit goods received by the consumers, the freshness of the Fruit goods displayed live is consistent with the freshness of the Fruit goods received by the consumers, the taste of the Fruit goods stated by the Live broadcaster is consistent with the taste of the Fruit goods received by the consumers.

2.1.3 Live broadcast scene, mainly the construction of Live broadcast scene, has 4 ideas: select a live broadcast scene background that reflections the original ecology, Select the Live broadcast scene background that reflects the source of the goods, Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment, Set up Live broadcast scene in a place below 60 decibels..

## 2.2 Live broadcast

Live Broadcast contains 2 contents: Live broadcast process and Sales services<sup>2</sup>.

2.2.1 Live broadcast process, Usually contains 5 contents: select the target consumers to live in more online time slots, Sales promotion activities that can attract consumers can forecast the warm market, Including information about the origin and price of Fruit goods, Including the introduction of Fruit goods information such taste, quality, after-sales service and logistics service, Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation, Attractive promotion activities to guide consumers to purchase.

2.2.3 Sales services<sup>2</sup>, whose main work is to interact with consumers, requires to reply to the customer's inquiry within 3 minutes on sale.

2.2.4 Branding<sup>2</sup>, Mainly consisting of 3 tasks, Brand promotion with high-quality short videos that attract consumers to watch, Brand promotion for buying live platform traffic, Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion.

### **3. After-sales**

After-sales, including 2 tasks: Logistics services<sup>2</sup> and Sales services<sup>3</sup>.

3.1 Logistics services<sup>2</sup> is mainly the experimentation of Logistics services, and its experimentation system has been designed in Logistics services<sup>1</sup>.

3.2 Sales services<sup>3</sup> is mainly the experimentation of after-sales service, and its experimentation system has been designed in Sales services<sup>1</sup>.

### **4. Circulation system**

Circulation system, including 3 system: one is positive circulation system, and the other two are Self-diagnosis circulatory systems.

#### **4.1 Positive circulation system**

Positive circulation system refers to Consumers continue to repeat the cycle of buying fruit goods. After the sale is completed, consumers will evaluate the live shopping process of fruit goods. If the evaluation score is high, the reputation of the brands in Branding<sup>3</sup> will be improved, which will further promote the purchase of consumers in Live broadcast and form a positive circulation system.



#### 4.2 Self-diagnosis circulatory system

Self-diagnosis circulatory system refers to self-monitoring, self-diagnosis and self-improvement cycle, there are two self-diagnosis circulatory system in this model. One is that in live broadcast, if consumers don't buy fruit goods, they will go back to the pre-sale, rethink the shortcomings of pre-sale and on sales, and then improve and promote consumers' purchase. Here, the other is that after the sale is completed, consumers have a low evaluation of the live shopping process of fruit products, so they go back to the pre-sale and rethink the shortcomings of the pre-sale, on sale and after-sale work, so as to improve and promote consumers' purchase.

## Part 1 Pre-sale

Pre-sale includes 4 tasks: Price setting, Logistics services 1, Branding and Sales services 1. These four tasks need to be done in advance before the live broadcast begins.

### Price setting

Consumers are very concerned about the price of fruit goods, so price setting is very critical, which can be said to be related to the success or failure of live broadcast management of fruit goods. Price setting is mainly based on market competition, and there are 5 ideas for reasonable pricing: lightly lower than the price of mainstream competitive goods on live broadcast platforms, Price setting in a tiered manner based on different packaging materials, Price setting in a tiered manner based on purchasing different weight specifications, If consumers buy back more than 3 times, they can negotiate with customer services privately, If consumers buy more at one time, they can negotiate with customer services privately.

There is a knowledge point implied in Price setting, that is, when your fruit good is priced lightly lower than the price of mainstream competitive goods on live broadcast platforms, if you have no profit, or the profit is very low, it means that your fruit goods supply chain is not good. At this time, I suggest you change a fruit goods with reasonable profit for live broadcast.

Price setting procedure as shown in table 1.

**Table 1** Price setting procedure

Input	Process	Output
Choose the fruit products to be sold.  Investigate the price of mainstream competitive goods on live broadcast platforms  The live broadcast team met to discuss	Slightly lower than the price of mainstream competitive goods on live broadcast platforms  Price setting in a tiered manner based on different packaging materials  Price setting in a tiered manner based on purchasing different weight specifications  If consumers buy back more than 3 times, they can negotiate with customer services privately  If consumers buy more at one time, they can negotiate with customer services privately	Set the price of fruit goods

### Logistics services 1

Logistics services 1 is mainly the formulation of logistics services rules, which requires you to select a good logistics company and negotiate with it to jointly formulate logistics services rules. The formulation of Logistics services rules, including 4 points: logistics services for delivery within 24 hours, logistics services that arrive within 2-4 days, Door-to-door logistics services, packaging specifications of goods and packaging materials of goods, etc.

Logistics services 1 procedure as shown in table 2.

**Table 2** Logistics services 1 procedure

Input	Process	Output
Select a good logistics company	Logistics services for delivery within 24 hours	Formulate logistics service rules
Customize the packaging of fruit goods	Logistics services that arrive within 2-4 days	
Have a meeting with the logistics company to discuss	Effectively Protect the Logistics Packaging of Fruit goods Door-to-door logistics services	

### Branding 1

Branding mainly includes 2 contents: Make Brand Marks Such as the name and logo of the live broadcast room, Advertisement on New Media Platforms Such as a Auto Quicker and Xiaohong Shu for Brand Promotion, etc.

Branding 1 procedure as shown in table 3.

**Table 3** Branding 1 procedure

Input	Process	Output
Contact the design company	Make Brand Marks Such as the name and logo of the live broadcast room	Work out the name and logo of the live broadcast room and start the preliminary publicity.
Write brand promotion copy	Advertisement on New Media Platforms Such as a Auto Quicker and Xiaohong Shu for Brand Promotion, etc.	
Make a short video of brand promotion		

## Sales services 1

Sales services 1 mainly includes pre-sales services in sales services, such as introduction of fruit goods, purchase links of fruit goods and other information. Introduction of fruit goods needs to take photos and retouch pictures of fruit goods, and attach a text description, which should include the origin, taste, quality, packaging specifications, price, logistics services and other related information of fruit. After these work, it is also necessary to make a purchase link of fruit goods on the live broadcast platform.

Sales services 1 procedure as shown in table 4.

**Table 4** Sales services 1 procedure

Input	Process	Output
The established fruit commodity price Established logistics service rules Established brand name and logo	Pre-sales services with fruit goods information introduction Pre-sales services with quoted prices for fruit goods Pre-sales services with fruit goods purchase links	Complete the pre-sales service.

## Part 2 On sale

On sale, including 2 tasks: Preparatory work and Live broadcast. The Preparatory work includes 3 contents: Live broadcaster analysis, fruit goods display and consistency, and Live broadcast scene. Live Broadcast contains 2 contents: Live broadcast process and Sales services<sup>2</sup>.

### Preparatory work

The Preparatory work includes 3 contents: Live broadcaster analysis, fruit goods display and consistency, and Live broadcast scene, which are essential elements of live broadcast, and we need to prepare them before the live broadcast begins.

#### 1. Live broadcaster analysis

The main work is to choose a suitable Live broadcaster. There are 7 principles: live broadcaster with honesty and realism, live broadcaster with good communication and interaction with consumers, Live broadcaster with the knowledge and ability to host, Live broadcaster with professional knowledge of oral communication, Live broadcaster with professional knowledge of performing arts, live broadcaster with deep understanding of the knowledge and selling points of the fruit goods sold, Live broadcaster with deep knowledge of the fruit goods sold, Live broadcaster supported by the member teams such as operation, field control and short video shooting. In addition to learning live broadcast knowledge and skills at school, live broadcaster also need to communicate with peers at work, participate in relevant training courses, and constantly learn and summarize to improve their live broadcast delivery level.

Live broadcaster analysis procedure as shown in table 5.

**Table 5** Live broadcaster analysis procedure

Input	Process	Output
Recruitment live broadcaster Formulate the live broadcaster management system Training live broadcaster	Live broadcaster with a sense of honesty and realism	Qualified live broadcaster
	Live broadcaster with good communication and interaction with consumers	
	Live broadcaster with the knowledge and ability to host	
	Live broadcaster with profesional knowledge of oral communication	
	Live broadcaster with profesional knowledge of performing arts	
	Live broadcaster with deep understanding of the knowledge and selling points of the fruit goods sold Live broadcaster supported by the member teams such as operation, field control and short video shooting	

## 2. Fruit goods display and consistency

including 2 contents: fruit goods display and fruit goods consistency ◦

fruit goods display needs to attract consumers to stay in the live broadcast room and attract consumers to buy. fruit goods display has 3 requirements: colorful fruit goods display that can attract consumers' attention, A detailed display of fruit goods that enables consumers to generate purchase incentives, Full display of fruit goods that can bring trust to consumers. Through expert interviews, it is known that the success rate of building live broadcast scenes in fruit planting parks is the highest, followed by building

live broadcast scenes in packaging factories, and then building live broadcast scenes in indoor live broadcast rooms.

fruit goods consistency mainly requires that the fruits display in the live broadcast room of fruit goods should be consistent with the fruits received by consumers after purchase, which is crucial and directly related to brand word-of-mouth evaluation and consumers repurchase. There are 3 requirements: the size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the consumers, the freshness of the fruit goods displayed live is consistent with the freshness of the fruit goods received by the consumers, The taste of the fruit goods stated by the Live broadcaster is consistent with the taste of the fruit goods received by the consumers. It is not easy to do this. First of all, the entrepreneur of fruit goods live broadcast should be an honest and trustworthy person, and secondly, the supplier of fruit goods should also be an honest and trustworthy person.

Fruit goods display and consistency procedure as shown in table 6.

**Table 6** Fruit goods display and consistency procedure

Input	Process	Output
Choose reasonable fruit commodities	Colorful fruit goods display that can attract consumers' attention A detailed display of fruit goods that enables consumers to generate purchase incentives Full display of fruit goods that can bring trust to consumers	Fruit goods display and consistency that can attract consumers
Choose the right supplier of fruit products	The size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the consumers	
Display fruit products	The freshnes and taste of the fruit goods displayed live is consistent with the freshnes and taste of the fruit goods received by the consumers	



### 3. Live broadcast scene

mainly the construction of Live broadcast scene, has 4 ideas: select a live broadcast scene background that reflections the original ecology, Select the Live broadcast scene background that reflects the source of the goods , Set up Live broadcast scene with mobile phones, supports,lighting fixtures and other equipment, Set up Live broadcast scene in a place below 60 decibels.

Live broadcast scene procedure as shown in table 7.

**Table 7** Live broadcast scene procedure

Input	Process	Output
Choose the right place	Select a Live broadcast scene background that reflects the original ecology	Build a Live broadcast scene that can attract consumers.
Get the live broadcast equipment ready	Select the Live broadcast scene background that reflects the source of the goods	
Prepare fruit goods	Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment	
Prepare live broadcast materials.	Set up Live broadcast scene in a place below 60 decibels	

## Live broadcast

Live Broadcast contains 2 contents: Live broadcast process and Sales services2.

### 1. Live broadcast process

Live broadcast process usually contains 6 contents: select the target consumers to live in more online time slots, Sales promotion activities that can attract consumers can forecast the warm market, Including information about the origin and price of fruit goods, Including the introduction of fruit goods information such taste, quality, after-sales service and logistics service, Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation, Attractive promotion activities to guide consumers to purchase.

The Live broadcast process is the most important part of the live broadcast model of fresh fruit e-commerce for Consumers' online purchase in Guangxi, which is directly related to whether consumers buy or not. Live broadcast process procedure as shown in table 8.

**Table 8** Live broadcast process procedure

Input	Process	Output
Determine the live broadcast time	Select the target consumers to live in more online time slots	Sell fruit goods
Write a live script	Sales promotion activities that can attract consumers can forecast the warm market	
The live broadcaster is familiar with the live script.	Including information about the origin and price of fruit goods	
Live broadcast drill	Including the introduction of fruit goods information such taste, quality, after-sales service and logistics service	
Discussion and improvement	Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation	
	Attractive promotion activities to guide consumers to purchase	

## 2. Sales services 2

Sales services 2 whose main work is to interact with consumers, requires to reply to the customer's inquiry within 3 minutes on sale. If you don't reply to the customer's inquiry in time, the customer will leave the live broadcast room.

Sales services 2 procedure as shown in table 9.

**Table 9** Sales services 2 procedure

Input	Process	Output
Live broadcaster Established sales service rules	Interact with consumers Reply to the customer's inquiry within 3 minutes on sale	Sell fruit goods

### 3. Branding 2

Branding 2 mainly consisting of 3 tasks, Brand promotion with high-quality short videos that attract consumers to watch, Brand promotion for buying live platform traffic, Advertise on new media platforms such as AAUTO Quicker and Xiaohongshu for brand promotion.

In Branding 2, there are 6 skills:

(a) Choose a suitable creative direction. Before buying live platform traffic, you need to determine the information and form you want to convey to the audience and choose the appropriate creative direction. You can try different forms and adjust and optimize them according to the audience's preferences.

(b) Grasp the pain points of users. Understand the needs and pain points of target users, create content according to your own fruit goods or services, and attract more viewers to pay attention to your account by providing valuable content.

(c) Improve video quality. On the live broadcast platform, the quality of video is one of the important factors to attract viewers. Using high-definition photographic equipment, paying attention to light and picture layout, and adding some special effects and music when editing can improve the viewing and sharing of videos.

(d) Accurately target the audience. According to their own content and goals, choose the right audience and make accurate positioning. Through audience feedback, data analysis and other ways to understand the audience's interests and needs, targeted content creation, improve the audience's investment and retention rate.

(e) Active interaction and communication. It is very important to actively interact and communicate with the audience in the fruit live broadcast room. Respond to the audience's comments and private messages, participate in hot topics, increase the

interaction between fans and the audience, and establish a closer relationship.

(f) Win-win cooperation. There are many cooperation opportunities on the live broadcast platform. You can find creators or brands in related fields to cooperate and promote together. Through cooperation, we can expand our influence and popularity and attract more audiences and fans.

In a word, Branding 2 is a process that requires skills and strategies, and requires a deep understanding of the audience's needs and the rules of the platform. By choosing the right creative direction, grasping the user's pain points, improving the video quality, accurately positioning the audience, actively interacting and communicating, and win-win cooperation, the effect of Branding 2 will be greatly improved, and a better realization effect will be achieved.

Branding 2 procedure as shown in table 10.

**Table 10** Branding 2 procedure

Input	Process	Output
Recorded short video  Money  Prepare the advertising manuscript	Brand promotion with high-quality short videos that attract consumers to watch  Brand promotion for buying live platform traffic  Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion	Consumers come to watch the live broadcast.

## Part 3 After-sales

After-sales, including 2 tasks: Logistics services 2 and Sales services 2.

### Logistics services 2

Logistics services 2 is mainly the experimentation of Logistics services, and its experimentation system has been designed in Logistics services 1. This task needs to supervise the delivery of the warehouse and the transportation of the logistics company, and update the logistics service information of fruit goods in the live broadcast platform in time, so that consumers can check whether the fruit goods have been delivered at any time, if so, when the goods will arrive there and when they are expected to arrive.

Logistics services 2 procedure as shown in table 11.

**Table 11** Logistics services 2 procedure

Input	Process	Output
Logistics system established in Logistics services 1	Fruit suppliers stock up on fruit products.	Complete the distribution of fruit goods.
Packaged fruit goods	Logistics companies' package and distribute fruit goods.	
logistics company	update the logistics service information of fruit goods in the live broadcast platform in time	

### Sales services 3

Sales services 3 is mainly the experiment of after-sales service, and its experiment system is in Sales. It has been designed in services 1. Here the customer service personnel need to be responsible for responding to customers in time.

Sales services 3 procedure as shown in table 12.

**Table 12** Sales services 3 procedure

Input	Process	Output
After-sales service system established in Sales services 1 Customer service staff	Respond to customers' inquiries Handle customer complaints	Complete after-sales service

## Part 4 Circulation system

Circulation system, including 3 system: one is positive circulation system, and the other two are Self-diagnosis circulatory systems.

### Positive circulation system

Positive circulation system refers to the circulation system in which consumers buy fruit goods repeatedly. After the sale is completed, consumers will evaluate the live shopping process of fruit goods. If the evaluation score is high, the reputation of the brands in Branding 3 will be improved, which will further promote the purchase of consumers in live broadcast and form a positive circulation system.

Positive circulation system procedure as shown in table 13.

**Table 13** Positive circulation system procedure

Input	Process	Output
Consumers give a good evaluation on the live broadcast shopping of fruit products.	Brand reputation improvement Consumer enters the live broadcast room again	Sell fruit goods again

### Self-diagnosis circulatory system

Self-diagnosis circulatory system refers to self-monitoring, self-diagnosis and self-improvement cycle, there are two self-diagnosis circulatory system in this model. One is that in live broadcast, if consumers don't buy fruit goods, they will go back to the pre-sale, rethink the shortcomings of pre-sale and on sales, and then improve and promote consumers' purchase. Here, the other is that after the sale is completed, consumers have a low evaluation of the live shopping process of fruit products, so they go back to the pre-sale and rethink the shortcomings of the pre-sale, on sale and after-sale work, so as to improve and promote consumers' purchase.

The fruit live broadcast team is required to hold a meeting and discuss every day after completing the work of the live broadcast team, to study the demands expressed by consumers when interacting with consumers in the live broadcast, and to study the live broadcast data such as the total transaction amount, input-output ratio, customer unit price, fruit goods conversion rate in the live broadcast room, per capita online time in the live broadcast room, etc., and to find out the shortcomings and improve them.

Self-diagnosis circulatory system procedure as shown in table 14.

**Table 14** Self-diagnosis circulatory system procedure

Input	Process	Output
<b>The first self-diagnosis circulative system</b>		
The original pre-sales	Learn from live broadcaster teams of other companies	Improved pre-sales
The original on sale	Team discussion, reflection and improvement Participate in training	Improved on sale
<b>The second self-diagnosis circulative system</b>		
The original pre-sales	Learn from live broadcaster teams of other companies	Improved pre-sales
The original on sale	Team discussion, reflection and improvement	Improved on sale
The original after-sale	Participate in training	Improved after-sale



## Reference Script

1. Welcome to the new friends who have just entered the live broadcast room. New friends, please stay for a moment. I would like to ask if the passion fruit you usually buy is particularly sour, and some even need to add honey and sugar before they can be eaten? If you can't eat any sourness, then don't miss it. Our Qinmi No. 9 can really subvert your perception of passion fruit, and it truly achieves pure sweetness without sourness. (Even if you chew on the seeds, you won't feel it sour.) Today, our new store is opening and we are having an event. We will give all newcomers a taste of the new price. The newcomers will enjoy a (30) reduction benefit. The flesh is visibly large and full, yellow and orange, golden and juicy. It is a quality that you see is what you get. Moreover, (this fascia can be removed. I recommend that you buy it back and eat it with the fascia wrapped around the flesh. The taste will be better. It truly achieves pure sweetness without sourness. One bite of juice, chewing it and it is QQ elastic, very delicious.)

2. Take the pure sweet passion fruit back and eat it directly. The aroma is very strong, and after eating, the lips and teeth flow with fragrance. Even a full hiccup is full of the fragrance of passion fruit. Like this kind of high-quality fruit, it costs 30.40 pounds to purchase from outside. Look, the quality is like what I have in my hands. Newcomers can follow and get a quick discount (30 yuan) in one step. Buying 3 kilograms of big fruits costs only 59.9 yuan, and half a kilo costs only 19 yuan. They also upgrade to SF Express free shipping to get home. Now all the photos are taken, fresh and fresh, to ensure that it is pure sweet and acid free. The VC and dietary fiber of Passion Fruit are so hot in summer that the children at home can't eat and drink water. Take them to make a cup of Passion Fruit drink. It is fragrant and sweet, and the taste is really delicious. (Little friends will not refuse this flavor) There is a need for body management. sisters who can't eat any acid, try Qinmi No. 9. What I bought is of the same quality as what I have in my hands, so there's no need to worry about receiving it empty or deflated. (Rich in taste, high in nutritional value, and achieving pure sweetness and acid free taste. For those who like to eat fragrant and sweet food, please click on link 1 directly.) (The benefits for

opening the park are not many now. If you hesitate any longer, it will be expensive (30 yuan), which is not cost-effective. If you have already taken photos, the assistant will help you calculate it. If you have any worries or concerns, I will give you a reassuring pill. If it is not sweet when taken back, we will cover the cost, including bad or rotten fruits.), If you are short of weight, you will be fully compensated

3. The Qinmi No. 9 we link to No. 1 is also called honey passion fruit, which is as sweet as honey and tastes as sweet as lychee and watermelon. However, it tastes refreshing and delicious, and you can eat more without getting tired. We ship from Beiliu, Guangxi, which is the main production area of Qinmi No. 9 jointly cultivated by the Guangxi Academy of Agricultural Sciences. The planting cost is very high, and the whole process is free of wax, additives, pesticide residues, and sodium cyclamate. (The seedlings need to be replaced every six months to ensure that the first crop of fruit you harvest each year is pure sweet and free of acid). Families with children, pregnant women, and the elderly can eat and buy with peace of mind without any worries. (Many mothers have reported that their one-year-old and two-year-old babies are all fond of eating it, and they are carefully selected good fruits. Now, all orders will be shipped by SF Express to your home.

4. To be honest, other live broadcast rooms may not have such a price. My family is opening a new store, and we will offer a 30% discount for all big fruit premium fruits. You can take away (3 pounds) for only (59 yuan). The fruits you buy are full of juice and flesh like the ones in my hand. I recommend you to buy 5 pounds of big fruit for better cost performance. It only costs 88 yuan, and one pound is only 17 yuan. It tastes pure and sweet without sourness, and it has abundant juice. The orchard just opened its big fruit premium fruits, which are picked on the spot and delivered to your home by SF Express with quality and quantity guarantee after sale. One piece of Qinmi No. 9 can provide 8 apples and 8 oranges in terms of vitamin C content, and 15 apples and 15 oranges in terms of vitamin E content. After dinner every day, you only need to eat two or three passion fruits to meet your daily nutritional needs. For those who usually sleep late and have body management needs, there is no need to hesitate, otherwise the 30% discount activity will really disappear. (If you take pictures, please come back and fill in the form. The assistant will help you count it. If you have any concerns or worries, I will

give you a reassurance that if it is not sweet when you take it back, we will compensate for it. If there are bad or rotten fruits or weight loss, we will compensate for it.)

5. Don't worry, they are all carefully selected large and high-quality fruits, like the ones in my hands, with full juice and flesh. Do not use ripening agents, only apply farm manure, and the orchard is filled with ground chickens. Elderly people, pregnant mothers, and children can eat with peace of mind. If you can't eat anything sour, take the link on the first page. It is pure sweet and sour, with a high-cost performance ratio. We will give you a 30% discount. For friends who haven't eaten it before, choose 3 pounds of big fruit. (After losing 30) It only costs 59.9 yuan, and one pound is only 19 yuan. If you have two or more people at home, choose the 5-pound fruit from link 2 for better cost-effectiveness. Sisters who blow air conditioners a lot in summer should arrange this Qinmi No. 9, which is rich in amino acids and vitamin C. If you go out and get sunburnt by the sun, you can also eat two Passion Fruit every day, and you will understand after eating for a month or two. Moreover, we need to look at the product number. This variety is Qinmi 9, which has a sweeter and more fragrant taste. We are from Beiliu, Guangxi. Qinmi 9 has been shipped to your main production area, ensuring that what you buy is authentic Qinmi 9. It truly achieves pure sweetness and no acidity. What you see in the live broadcast room is what you get, and each one is visibly big and full. The size of the fruit determines the thickness of the meat. When you take it back and eat it with the white fascia outside, it tastes very fragrant and sweet, just like eating passion fruit flavored taro balls, I'll think about it today and tomorrow, and I'll think about it the day after tomorrow. Anyway, I can't forget it. (There are still 10 orders on the first link, so don't miss them if you pass by, otherwise buying again will cost 30 more, which is not cost-effective.)

6. Today's new store opening is a real bargain with a 30% discount. Let's go and compare the prices of ten stores. Such a cheap price is really rare. The goods received are of the same quality as what you see in the live broadcast. Don't worry about receiving empty or damaged goods. If you haven't tried pure sweet and acid-free passion fruit, don't miss today. Take one order back to try it. It won't let you down. We pick and ship the fruits in the origin, strictly control the quality of the big fruits. They are all good quality that can be seen by naked eye. I recommend you to buy 3 pounds of big fruits. After

subtracting 30%, it is only 59.9 yuan per pound, and all the big fruits are taken away. The common fruit specialty stores sell small and defective fruits at 20 to 30 yuan per pound. If you can't eat any sour fruit, then this pure sweet and acid-free passion fruit can really subvert your perception. Don't worry about taking pictures and buying with confidence. After all, trust between people is only once. You give me your trust today, and I will give you my satisfaction. (We don't do one-time business. Only good quality can bring repeat customers.) It doesn't matter how good the live broadcaster says, only if the fans have tasted the good quality, it is really good. Now taking pictures is picking and shipping freshly in the orchard, and upgrading to SF express to your home. If you have concerns or worries, I will give you a reassurance that if it is not sweet when you take it back, we will compensate for it. Bad fruit, rotten fruit, short weight, all will be compensated for.

7. If you are a new fan and have never tried it, I recommend you to buy a 3-kilogram large fruit to try first. The price is affordable and very cost-effective. After subtracting 30 yuan, it is only 59.9 yuan, and one kilogram is only 19 yuan. For families with more than two people, simply click on the link No. 2 for 5 kilograms of large fruits. The average price per kilogram is only 17 yuan, which is more cost-effective. All of them are the latest products that have just been released from the garden, with big and full fruit that can be seen with the naked eye. Follow us to take pictures, and those who can take more can take more. For each box that you take, you can save 30 yuan for your parents, relatives, friends, leaders, and elders. It tastes pure sweet and sour, and it is very prestigious to send it as a gift. And we will send it in colorful boxes, so you don't have to worry about making mistakes. For families with a large number of people, you can take as many as you can, otherwise it will not be cost-effective to pay 30 yuan more. Remember to follow us when you take pictures. I don't worry about anything else, but I worry that you won't find me when you repurchase.

8. After receiving the goods, they can be stored at room temperature for about 5 days. If you are worried about not having enough time to eat a large box, you can also store them in the refrigerator for a longer period of time. Some fruits may have wrinkled skins after receiving the goods, which is normal. Just rest assured and enjoy them. (During the transportation process, the skins may lose some moisture, which causes wrinkles.) However, it is recommended that you consume fresh fruits as soon as possible, the earlier

you consume them, the fresher they will be.

9. Note: We need to change the specifications based on the SKU, and find a cost-effective product to be the main promotion, which should be reflected in the sales pitch.

10. Attached: (Emphasis on cost-effectiveness: We are directly shipped from the source, so feel free to compare. With the same quality, can you get a price as low as mine? My family's new store opened today, so we are offering a 30% discount. I dare say that few other stores can offer such a low price. Our fruit is full of flesh and juice, just like the one in my hand.)

## Appendix B

Evidence of experimental live broadcast management mode

## Evidence of experimental live broadcast management mode

- 
- 1 photos before live broadcast experiment
  - 2 photos during live broadcast experiment
  - 3 Sales data before live broadcast experiment
  - 4 Sales data during live broadcast experiments
-

1. photos before live broadcast experiment



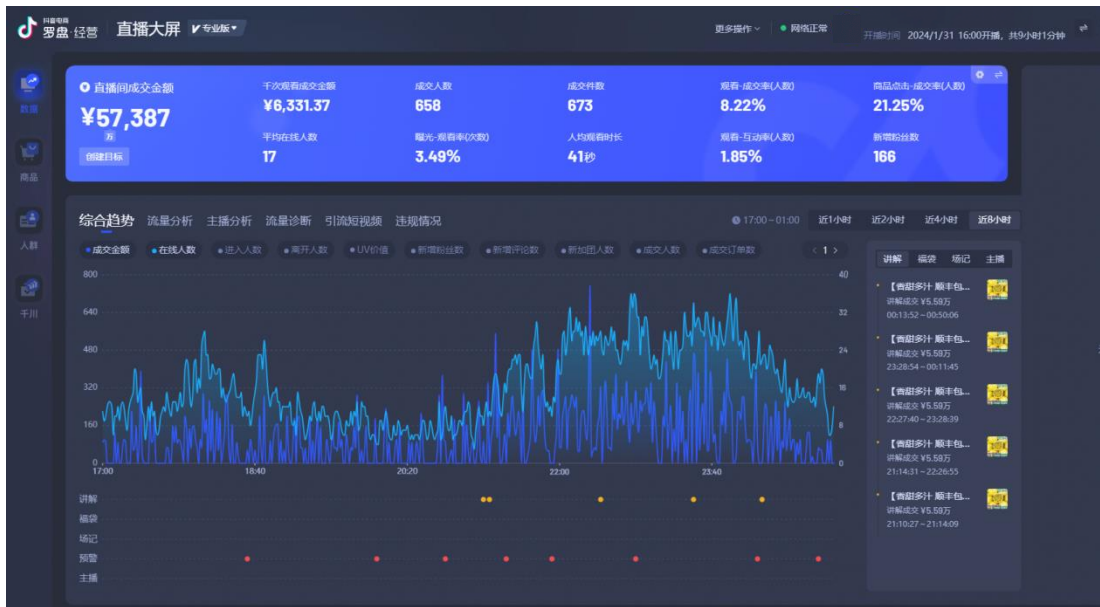


2. photos during live broadcast experiment



## 3. Sales data before live broadcast experiment





#### 4. Sales data during live broadcast experiments





## Appendix C

List of Specialists and Letters of specialists Invitation  
for LOC Verification



Ref. No. MHESI 0643.14/ 40

BansomdejchaoprayaRajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

RE: Invitation to validate research instrument

Dear Assoc. Prof. Dr. Natdanai Singkhleewon

Mr.Liu Yanbo is a Ph.D.student majoring in Technology and Innovation Management Programme at Bansomdejchaopraya Rajabhat University.He is undertaking research entitle "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangx".

The thesis adversity committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise,we would like to ask your permission to validate the attached research instrument.Would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

A handwritten signature in blue ink, appearing to be 'K. Sawangcharoen'.

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
Dean of Graduate School

BansomejchaoprayaRajabhat University

Tel+662-473-7000

www bsru ac th

E-mail:grad@bsruac.th

Ref. No. MHESI 0643.14/ 4<sup>1</sup>



BansomdejchaoprayaRajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

RE: Invitation to validate research instrument

Dear Dr.Soisuda Lohmood

Mr.Liu Yanbo is a Ph.D.student majoring in Technology and Innovation Management Programme at Bansomdejchaopraya Rajabhat University.He is undertaking research entitle “Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangx”.

The thesis adversity committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise,we would like to ask your permission to validate the attached research instrument.Would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

A handwritten signature in blue ink, appearing to be 'K' followed by a flourish.

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
Dean of Graduate School

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Tel+662-473-7000  
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E-mail:grad@bsruac.th

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Thonburi Bangkok 10600

17 January 2024

RE: Invitation to validate research instrument

Dear Dr.Nattachai Plenvicham

Mr.Liu Yanbo is a Ph.D.student majoring in Technology and Innovation Management Programme at Bansomdejchaopraya Rajabhat University.He is undertaking research entitle "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangx".

The thesis adversity committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise,we would like to ask your permission to validate the attached research instrument.Would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Kanakorn Sawangcharoen'.

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
Dean of Graduate School

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E-mail:grad@bsruac.th



## Appendix D

Official Letter

## Official Letter

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- 1 Invitation from 12 interviewed experts
  - 2 Invitation from 17 scoring experts
  - 3 Invitation from 6 model evaluation experts
-

## 1. Invitation from 12 interviewed experts

Ref. No. MHESI 0643.14/ 43



Graduate School  
 BansomdejchaoprayaRajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Mo Yonghua. Bachelor degree. General Manager and Chairman of Guangxi Chenpu Network Technology Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof.Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview. and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
 Dean of Graduate School  
 BansomejchaoprayaRajabhat University

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Ref. No. MHESI 0643.14/ 44



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17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Zeng Weipei. Bachelor degree. General Manager and Chairman of Guangdong Qiding  
Digital Information Technology Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview. and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
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BansomdejchaoprayaRajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Zhou Youhua.Bachelor degree.General Manager and Chairman of Guangxi Zeng  
Weipei Network Technology Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof.Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.Therefore, permission was requested to allow the students to take the interview. and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
Dean of Graduate School  
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Ref. No. MHESI 0643.14/ 46

Graduate School  
BansomdejchaoprayaRajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Lan Lili. Bachelor degree. Fruit goods live broadcaster of china Education Group  
Guangxi Branch.

**Attachment** Validation sheets

Mr. Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi". There is a thesis advisory committee as follows:

- |                                     |               |
|-------------------------------------|---------------|
| 1. Dr. Sirigarn Phokheaw            | Major advisor |
| 2. Assoc. Prof. Dr. Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof. Dr. Nukul Sarawong   | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview, and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr. Kanakorn Sawangcharoen)  
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Ref. No. MHESI 0643.14/ 47

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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Tang Chunman.College degree.Fruit goods live broadcaster of Guangxi Chenpu  
Network Technology Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

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We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Ke Biying, College degree. Fruit goods live broadcaster of Guangxi Boya Network  
Technology Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview. and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

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Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Liang Shengyong, Master's degree, Deputy General Manager of Guangxi Zhangsheng Technology Group Co., Ltd.

**Attachment** Validation sheets

Mr. Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi". There is a thesis advisory committee as follows:

- |                                     |               |
|-------------------------------------|---------------|
| 1. Dr. Sirigam Phokheaw             | Major advisor |
| 2. Assoc. Prof. Dr. Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof. Dr. Nukul Sarawong   | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview, and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Deng Shiqing, Bachelor degree, Deputy General Manager of Guangxi Dongjun Media Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview, and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
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Ref. No. MHESI 0643.14/ 51

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 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Lin Qing. Bachelor degree. Operation Director of Guangxi Chenpu Network Technology Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

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We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Qin Jie.Master's degree.Associate Research Fellow, Guangxi Academy of Agricultural Sciences.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

- |                                  |               |
|----------------------------------|---------------|
| 1. Dr.Sirigam Phokheaw           | Major advisor |
| 2. Assoc.Prof Dr.Sombat Teekasap | Co-advisor    |
| 3. Asst. Prof.Dr. Nukul Sarawong | Co-advisor    |

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.Therefore, permission was requested to allow the students to take the interview. and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
Dean of Graduate School  
BansomejchaoprayaRajabhat University

Tel. (662) 4737000  
Fax. (662) 4737000



Ref. No. MHESI 0643.14/ 53

Graduate School  
 BansomdejchaoprayaRajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Huang Xiaodan. Bachelor degree. E-commerce professional leader of Guangxi Bobai secondary technical school

**Attachment** Validation sheets

Mr. Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi". There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 5 A



Graduate School  
BansomdejchaoprayaRajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

17 January 2024

**Subject** Requesting permission to collect data by attending an interview

**Dear** Chen Yongling, College degree. Sales Manager of Nanning Country Garden Real Estate Development Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Fax. (662) 4737000

## 2. Invitation from 17 scoring experts

Ref. No. MHESI 0643.14/136



Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Li Peng. Doctor's degree. Vice President of Business School of Guangxi University

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi”. There is a thesis advisory committee as follows:

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Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Akaranun'.

(Assistant Professor Akaranun Asavarutpokin)  
 Vice Dean of Graduate School

Bansomdejchaopraya Rajabhat University  
 Tel,+662-473-7000  
 www.bsru.ac.th  
 E-mail: grad@bsru.ac.th

Ref. No. MHESI 0643.14/ 1๕7



Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Tang Yusheng. Doctor's degree. Director of Guangxi University Brand Development Institute

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi”. There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 149

Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Zhang Huangqiang. Master's degree. Vice President of Economics School of Guangxi Vocational College of Industry and Commerce

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 189

Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** He Jiayang. Master's degree. Leader of Nanning Vocational and Technical College  
Business School E-commerce Professional

**Attachment** Validation sheets

Mr. Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi". There is a thesis advisory committee as follows:

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3. Assoc. Prof. Dr. Nukul Sarawong Co-advisor

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Ref. No. MHESI 0643.14/ 190

Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Lan Qingye. Master's degree. Leader of Nanning Vocational and Technical College  
Business School Cross-border E-commerce Professional

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 191

Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Jun Huang. Master's degree. Leader of Guangxi Vocational and Technical College  
Business School Marketing Professional

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 192

Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Liang Haidong.Master's degree.Leader of Marketing Major at Guangxi Hechi University

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 193



Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Zhang Haiying, Master's degree. Deputy General Manager of Guangdong Zhimou Enterprise Management Consulting Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi”. There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 194

Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Li Xuan. Master's degree. Deputy General Manager of Guangxi Zhangsheng Technology Group Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 195

Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Huang Peng. Master's degree. Marketing Director of Guangxi Dongjun Media Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi”. There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 196

Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Zhou Haijing .Bachelor degree. Marketing Director of Guangxi Chenpu Network Technology Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 197



Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Liu Chaoping, Bachelor degree, Marketing Director of Guangxi Junwuhang Culture Technology Co., Ltd.

**Attachment** Validation sheets

Mr. Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi". There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 194

Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Yu Junhong, Master's degree, President of Nanning Marketing Association, General Manager and Chairman of Guangxi Liuchuan Culture Communication Co., Ltd.

**Attachment** Validation sheets

Mr. Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi". There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 199

Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Wei Huifang, Bachelor degree, General Manager and Chairman of Xinnao Intelligent Technology Guangxi Co., Ltd.

**Attachment** Validation sheets

Mr. Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi". There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 200



Graduate School  
Bansomdejchaopraya Rajabhat University  
1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Huang Zhen. Master's degree. General Manager and Chairman of Guangxi Nanning weimeng interactive cultural communication Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi”. There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 201

Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Xia Qing. Master's degree. General Manager and Chairman of Guangxi xingbo film and television media group Co., Ltd.

**Attachment** Validation sheets

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 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate the consistency of elements of live broadcast of fresh fruit E-commerce on consumers' online purchase

**Dear** Huang Zhiqiang, Master's degree. General Manager and Chairman of Guangxi Xin broadcast media Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

1. Dr.Sirigarn Phokheaw Major advisor
2. Assoc.Prof Dr.Sombat Teekasap Co-advisor
3. Assoc. Prof.Dr. Nukul Sarawong Co-advisor

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview. and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours sincerely,

(Assistant Professor Akaranun Asavarutpokin)  
 Vice Dean of Graduate School

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 Tel.+662-473-7000  
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## 3. Invitation from 6 model evaluation experts

Ref. No. MHESI 0643.14/ 180



Graduate School  
 Bansomdejchaopraya Rajabhat University  
 1061 Itsarapap 15 Itsarapap Rd.  
 Thonburi Bangkok 10600

February 2024

**Subject** Evaluate live broadcast management model of fresh fruit e-commerce on consumers' online purchase

**Dear** Qin Jianwen. Doctor's degree. President, School of Digital Economics, Nanning University

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 191

Graduate School  
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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluste live broadcast management model of fresh fruit e-commerce on consumers' online purchase

**Dear** Han Jianghe. Master's degree. Consultant of Guangxi Modern Vocational and Technical College

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/182



Graduate School  
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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluste live broadcast management model of fresh fruit e-commerce on consumers' online purchase

**Dear** Huang Zhuoliang. Master's degree.Sales Director of Guangdong Zhimou Enterprise Management Consulting Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

1. Dr.Sirigarn Phokheaw Major advisor
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3. Assoc. Prof.Dr. Nukul Sarawong Co-advisor

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Ref. No. MHESI 0643.14/ 183



Graduate School  
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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluste live broadcast management model of fresh fruit e-commerce on consumers' online purchase

**Dear** Su Yiyou. Master's degree. Sales Director of Guangxi Zhangsheng Technology Group Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi” .There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 184



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1061 Itsarapap 15 Itsarapap Rd.  
Thonburi Bangkok 10600

February 2024

**Subject** Evaluste live broadcast management model of fresh fruit e-commerce on consumers' online purchase

**Dear** Liang Shuang. Master's degree. General Manager and Chairman of Guangxi jintuo network technology co., ltd

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi”. There is a thesis advisory committee as follows:

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Ref. No. MHESI 0643.14/ 185



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February 2024

**Subject** Evaluste live broadcast management model of fresh fruit e-commerce on consumers' online purchase

**Dear** Xie Qiang, Bachelor degree.General Manager and Chairman of Guangxi Yimu Culture Media Co., Ltd.

**Attachment** Validation sheets

Mr.Liu Yanbo is a graduate student in Doctor of Philosophy in Technology and Innovation Management Program at Bansomdejchaopraya Rajabhat University. He is undertaking research entitle“Development of live broadcast management model of fresh fruit E-commerce on consumers' online purchase in Guangxi”. There is a thesis advisory committee as follows:

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2. Assoc.Prof Dr.Sombat Teekasap Co-advisor
3. Assoc. Prof.Dr. Nukul Sarawong Co-advisor

In this regard, the thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument. Therefore, permission was requested to allow the students to take the interview. and set a date and time for students at your convenience.

We would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

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Appendix E  
Research Instrument

## Research Instrument

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- 1 Research interview
  - 2 Evaluation of live broadcast management elements form
  - 3 Evaluation of live broadcast management model form
  - 4 Evaluation of experimental live broadcast management model
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## Research interview form

### Subject

Study the elements of live broadcast of fresh fruit E-commerce on consumers' online purchase in Guangxi

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### Research objective

To study the elements of live broadcast of fresh fruit e-commerce for Consumers' online purchase in Guangxi

### Explanation

This interview form is part of research for a dissertation. The objective is to study the elements of live broadcast of fresh fruit e-commerce on consumers' online purchase in Guangxi. The information obtained will be of great benefit to the researcher and can be a body of knowledge in live broadcast of fresh fruit e-commerce for Consumers' online purchase. Another thing is that the information obtained will be kept secret. The analysis and presentation will be an overall picture only and will not cause any damage to your business. Please give your interview answers as truthfully and as possible as possible. The interview is divided into 10 parts:

- Part 1: General information of the interviewee
- Part 2: Live broadcaster analysis
- Part 3: Fruit goods display and consistency
- Part 4: Live broadcast scene
- Part 5: Price setting
- Part 6: Live broadcast process
- Part 7: Sales services
- Part 8: Logistics services
- Part 9: Brand building



**Part 1: General information of the interviewee.**

- 1. Name..... Jiayang
- 2. Age..... years
- 3. Highest educational qualification..... ..
- 4. Work experience..... ..years
- 5. Current job position ..... ..

**Part 2: Live broadcaster analysis**

Do you think live broadcaster factor is important? If so, what kind of Live broadcaster can promote consumers to buy online?

Write down the answers

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**Part 3: Fruit goods display and consistency**

In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the fruit goods display and consistency is important? If so, what are the key points?

Write down the answers

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**Part 4: Live broadcast scene**

In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the live broadcast scene are important? If it is important, how to build a live broadcast scene?

Write down the answers

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**Part 5: pricing setting**

In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the Price setting is important? If so, how should the price be set?

Write down the answers

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**Part 6: Live broadcast process**

In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think live broadcast process are important? If so, what are the key links?

Write down the answers

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**Part 7: Sales services**

In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think sales services are important? If it is important, there are some noteworthy places?

Write down the answers

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**Part 8: Logistics services**

In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think Logistics services are important? If it's important, what should we pay attention to?

Write down the answers

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**Part 9: Brand building**

In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the Brand building are important? If so, what aspects will affect consumers' purchase?

Write down the answers

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## Definitin of terms

Definition of terms used in this research The researcher has defined the meanings used for mutual understanding as follows:

**Live broadcast** refer to an emerging social television media that transmits audio and video in real-time through the internet.

**Live broadcast management** refer to manage the three essential elements of live broadcast: people, goods, and venues.

**Fresh fruit e-commerce** refer to using e-commerce to directly sell fresh fruits on the internet.

**Fresh fruit e-commerce for Consumers' online** refer to sellers use e-commerce to directly sell fresh fruits on the internet, and consumers can purchase them online. on consumers' online purchase

**Consumers' online purchase** refer to the seller selling goods or services on the internet, and consumers can directly participate in this purchasing process through the internet.

**Fruit goods display** refer to the display and details of fruit goods are displayed in the live broadcast.

**Fruit goods consistency** refer to the consistency of the size, freshness and taste of fruit goods displayed by live broadcast with the size, freshness and taste of fruit goods received by consumers.

**Live broadcast scene** refer to The background of the live broadcast room and the scenes presented to consumers during the live broadcast, including fruit goods, tables, materials, etc.

**Price setting** refer to Price setting of fruit goods sold.

**Live broadcast process** refer to Selection of live broadcast time, warm-up, goods information introduction, emphasis on buying points, promotion and guiding consumers to buy, etc.

**Sales services** refer to pre-sale, in-sale and after-sale services provided by sales.

**Logistics services** refer to all the service activities that take place from receiving customer orders to delivering goods to customers.

**Branding** refer to brand owners' actions and efforts in brand planning, design, publicity and management.

## Research evaluation form

### Subject

Evaluate elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi

### Research objective

To evaluate the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi.

### Explanation

1. This element evaluation form is intended to collect your opinions as an expert. The questions in the assessment are about the details of the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi. The assessment is divided into 8 Sections include Section 1: Live broadcaster analysis, Section 2: Fruit goods display and consistency, Section 3: Live broadcast scene, Section 4: Price setting, Section 5 Live broadcast process, Section 6 Sales services, Section 7 Logistics services, Section 8 Brand building, Section.

2. Comments are given to assess the consistency of the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase. Please consider what is specified in each item. How consistent is it in practice? Then check ✓ in the box according to your opinion as follows:

Score level 5 means most consistent.

Score level 4 means very consistent.

Score level 3 means moderately consistent.

Score level 2 means less consistent.

Score level 1 means least consistent.

The last section “suggestions and reasons” asks you to express your opinions. In order to make the details of the elements of the model more complete.

3. Open-ended questions at the end of each episode's schedule. Please give additional comments or suggestions for the completeness of each aspect of the format in particular.

Part 1: General information of the interviewee

Part 2: Live broadcaster analysis

Part 3: Fruit goods display and consistency

Part 4: Live broadcast scene

Part 5: Price setting

Part 6: Live broadcast process

Part 7: Sales services

Part 8: Logistics services

Part 9: Brand building

**Note:** Definitions of terms are at the end of the evaluation form.

**Part 1: General information of the evaluator.**

1. Name.....
2. Age.....years
3. Highest educational qualification.....
4. Work experience.....years
5. Current job position.....

**Part 2:** The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, live broadcaster analysis

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit Ecommerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	Live broadcaster analysis	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Live broadcaster with realism						
2	Live broadcaster with good communication and interaction with consumers						
3	Live broadcaster with the knowledge and ability to host						
4	Live broadcaster with profesional knowledge of oral communication						
5	Live broadcaster with profesional knowledge of performing arts						
6	Live broadcaster with deep knowledge of the fruit goods sold.						
7	Live broadcaster supported by the member teams such as operation, field control and short video shooting						

Additional comments or suggestions regarding live broadcaster analysis

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**Part 3:** The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, fruit goods display and consistency

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit Ecommerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	Fruit goods display and consistency	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Colorful fruit goods display that can attract consumers' attention						
2	A detailed display of fruit goods						
3	A full display of fruit goods						
4	The size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the consumers						
5	The freshnes of the fruit goods displayed live is consistent with the freshnes of the fruit goods received by the consumers						
6	The taste of the fruit goods stated by the Live broadcaster is consistent with the taste of the fruit goods received by the consumers						

Additional comments or suggestions regarding fruit goods display and consistency

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**Part 4:** The elements of live broadcast management of fresh fruit E-commerce on consumers' online purchase, live broadcast scene

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit Ecommerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	Live broadcast scene	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Select a Live broadcast scene background that reflects the original ecology						
2	Select the Live broadcast scene background that reflects the source of the goods						
3	Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment						
4	Set up Live broadcast scene in a relatively quiet place						
5	More than 5 square meters are required for Live broadcast scene construction						

Additional comments or suggestions regarding live broadcast scene

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**Part 5:** The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, price setting

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit Ecommerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	Price setting	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Equal to or lower than the price of mainstream competitive goods on live broadcast platforms						
2	Price setting in a tiered manner based on different packaging materials;						
3	Price setting in a tiered manner based on purchasing different weight specifications						
4	If consumers buy back more than 5 times, they can negotiate with customer services privately						
5	If consumers buy more at one time, they can negotiate with customer services privately						

Additional comments or suggestions regarding price setting

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**Part 6:** The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, live broadcast process

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit Ecommerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	Live broadcast process	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Select the target consumers to live in more online time slots						
2	Sales promotion activities that can attract consumers can forecast the warm market						
3	Including information about the origin and price of fruit commodities						
4	Including the introduction of product information such as taste, quality of fruit goods and after-sales service						
5	Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation						
6	Attractive promotion activities to guide consumers to purchase						

Additional comments or suggestions regarding live broadcast process

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**Part 7:** The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, sales services

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit Ecommerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	Sales services	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Pre-sales services with fruit goods picture introduction						
2	Pre-sales services with quoted prices for fruit goods						
3	Pre-sales services with fruit goods purchase links						
4	Timely reply to customer services consultation and on-sale services						
5	After-sales service with compensation or refund if bad fruit is received						
6	After-sales service with reissue if missed						

Additional comments or suggestions regarding sales services

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**Part 8:** The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, logistics services

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit Ecommerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	logistics services	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Logistics services for delivery within 24 hours						
2	Logistics services that arrive within 4 days						
3	Effectively Protect the Logistics Packaging of Fruit Commodities						
4	Door-to-door logistics services						
5	To help consumers to buy logistics insurance						

Additional comments or suggestions regarding logistics services

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**Part 9:** The elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase, brand building

**Explanation:** Please mark ✓ in the box for the level of consistency that you think is most appropriate for the elements of live broadcast management of fresh fruit E-commerce for Consumers' online purchase in Guangxi, along with your comments, suggestions, and reasons.

Issue	Brand building	level of compliance					Suggestions and reasons (if any)
		5	4	3	2	1	
1	Have brand marks such as the name and logo of the live broadcast room						
2	Brand reputation with 95% favorable evaluation rate						
3	There is a brand promotion of high-quality short video drainage						
4	Brand promotion for buying live platform traffic						
5	Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion						
6	Advertising in TV, newspapers and other traditional media for brand promotion						

Additional comments or suggestions regarding brand building

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## Research evaluation form

### Subject

Evaluate the live broadcast management model of fresh fruit E-commerce  
on consumers' online purchase in Guangxi

### Research objective

To evaluate the effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi .

### Explanation

1. This live broadcast management model evaluation form is intended to collect your opinions as an expert. The questions in the assessment are about the details of the effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi. The assessment is divided into 3 Sections include Section 1: The elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete; Section 2: The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is logical.; Section 3: The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is practical.

2. Comments are given to assess the consistency of the effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi. Please consider what is specified in each item. How consistent is it in practice? Then check ✓ in the box according to your opinion as follows:

Score level 0 means disagree.

Score level 1 means agree.

3. The last part “suggestions and reasons” asks you to express your opinions. In order to make the details of the effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi.

4. Open-ended questions at the end of each episode's schedule. Please give additional comments or suggestions for the completeness of each aspect of the format in particular.

:Part 1 General information of the evaluator

To evaluate the effectiveness of :Part 2 live broadcast management model of fresh fruit e-commerce for Consumers online purchase in ' Guangxi.

Suggestions and :Part 3 reasons (if any)



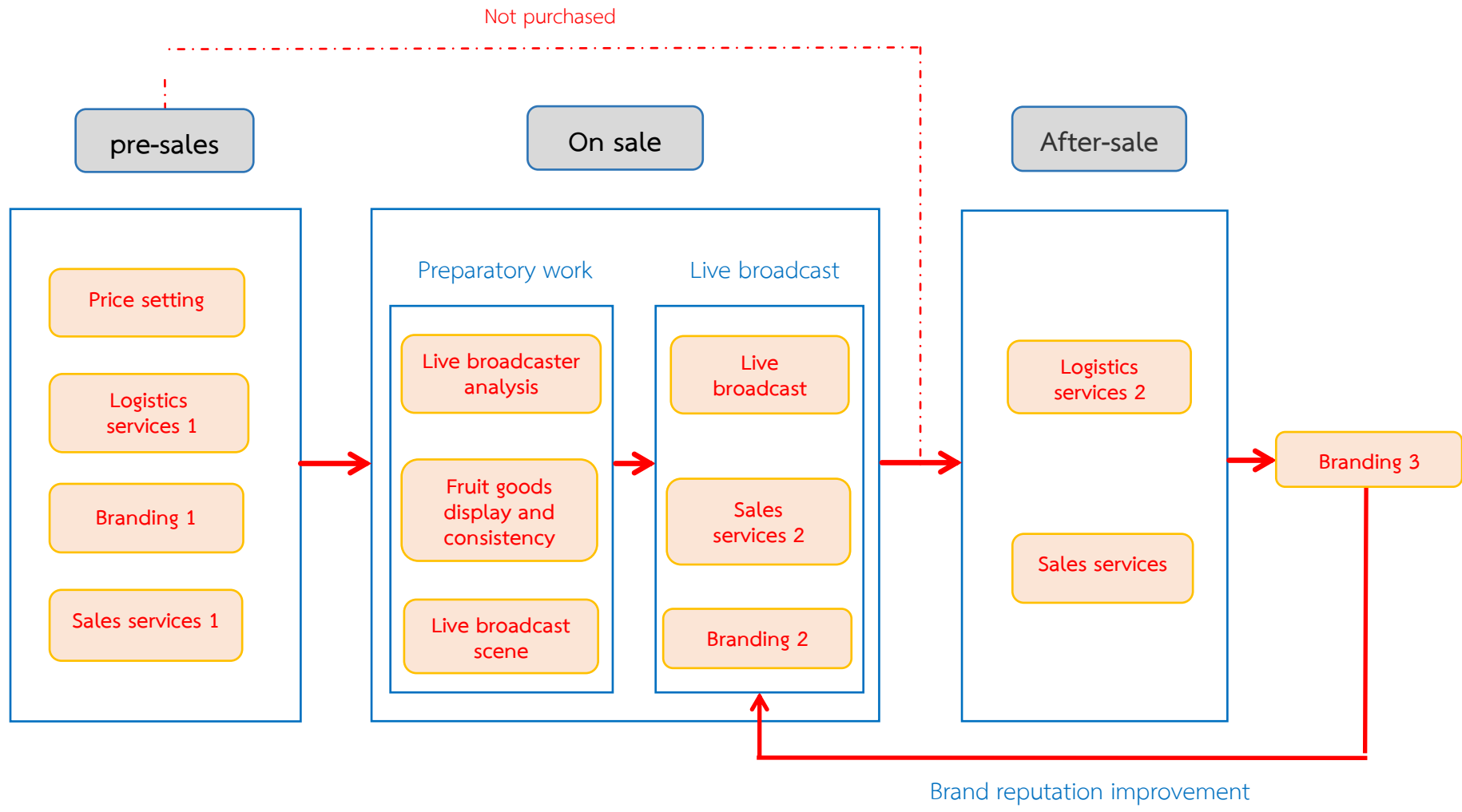


Figure Live broadcast management model of fresh fruit e-commerce for consumers' online purchase in Guangxi

## Model Explanation:

As shown in Figure above, according to the sales process, the live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi is divided into 3 parts: pre-sale, in-sale and after-sale and 2 circulation system

### 1. Pre-sale

Pre-sale, including 4 tasks: Price setting, Logistics services 1, Branding and Sales

1.1 Price setting 1, which need to be done well before sale.

Price setting is mainly based on market competition, and there are 5 ideas for reasonable pricing: lightly lower than the price of mainstream competitive goods on live broadcast platforms, Price setting in a tiered manner based on different packaging materials, Price setting in a tiered manner based on purchasing different weight specifications, If consumers buy back more than 3 times, they can negotiate with customer services privately, If consumers buy more at one time, they can negotiate with customer services privately.

1.2 Logistics services 1 is mainly the formulation of logistics services rules, including 4 points: logistics services for delivery within 24 hours, logistics services that arrive within 2-4 days, Door-to-door logistics services, packaging specifications of goods and packaging materials of goods, etc.

1.3 Branding 1 mainly includes 2 contents: Make Brand Marks Such as the name and logo of the live broadcast room, Advertisement on New Media Platforms Such as a Auto Quicker and Xiaohong Shu for Brand Promotion, etc.

1.4 Sales services 1 mainly includes pre-sales services in sales services, such as introduction of fruit goods, purchase links of Fruit goods and other information.

### 2. On sale

**On sale, including 2 tasks: Preparatory work and Live broadcast.** The Preparatory work includes 3 contents: Live broadcaster analysis, Fruit goods display and consistency, and Live broadcast scene, which are essential elements of live broadcast, and we need to prepare them before the live broadcast begins; Live Broadcast contains 2 contents: Live broadcast process and Sales services2.

1.1 Preparatory work

The Preparatory work includes 3 contents: Live broadcaster analysis, fruit goods display and consistency, and Live broadcast scene, which are essential elements of live broadcast, and we need to prepare them before the live broadcast begins.

2.1.1 Live broadcaster analysis ,The main work is to choose a suitable Live broadcaster. There are 7 principles: live broadcaster with honesty and realism, live broadcaster with good communication and interaction with consumers, Live broadcaster with the knowledge and ability to host, Live broadcaster with professional knowledge of oral communication, Live broadcaster with professional knowledge of performing arts, Live broadcaster with deep understanding of the knowledge and selling points of the Fruit goods sold, Live broadcaster with deep knowledge of the Fruit goods sold, Live broadcaster supported by the member teams such as operation, field control and short video shooting.

2.1.2 Fruit goods display and consistency, including 2 contents: Fruit goods display and fruit goods consistency。 Fruit goods display needs to attract consumers to stay in the live broadcast room and attract consumers to buy. Fruit goods display has 3 requirements: colorful Fruit goods display that can attract consumers' attention, A detailed display of Fruit goods that enables consumers to generate purchase incentives, Full display of Fruit goods that can bring trust to consumers. Fruit goods consistency mainly requires that the fruits display in the live broadcast room of Fruit goods should be consistent with the fruits received by consumers after purchase, which is crucial and directly related to brand word-of-mouth evaluation and consumers repurchase. There are 3 requirements: the size of the Fruit goods on the live display should be consistent with the size of the Fruit goods received by the consumers, The freshness of the Fruit goods displayed live is consistent with the freshness of the Fruit goods received by the consumers, The taste of the Fruit goods stated by the Live broadcaster is consistent with the taste of the Fruit goods received by the consumers.

2.1.3 Live broadcast scene, mainly the construction of Live broadcast scene, has 4 ideas: select a live broadcast scene background that reflections the original ecology, Select the Live broadcast scene background that reflects the source of the

goods, Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment, Set up Live broadcast scene in a place below 60 decibels..

## 2.2 Live broadcast

Live Broadcast contains 2 contents: Live broadcast process and Sales services2.

2.2.1 Live broadcast process, Usually contains 5 contents: select the target consumers to live in more online time slots, Sales promotion activities that can attract consumers can forecast the warm market, Including information about the origin and price of Fruit goods, Including the introduction of Fruit goods information such taste, quality, after-sales service and logistics service, Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation, Attractive promotion activities to guide consumers to purchase.

2.2.3 Sales services 2, whose main work is to interact with consumers, requires to reply to the customer's inquiry within 3 minutes on sale.

2.2.4 Branding 2, Mainly consisting of 3 tasks, Brand promotion with high-quality short videos that attract consumers to watch, Brand promotion for buying live platform traffic, Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion.

## 3. After-sales

After-sales, including 2 tasks: Logistics services 2 and Sales services 3.

3.1 Logistics services 2 is mainly the experimentation of Logistics services, and its experimentation system has been designed in Logistics services 1.

3.2 Sales services 2 is mainly the experimentation of after-sales service, and its experimentation system has been designed in Sales services 1.

## 4. Circulation system

Circulation system, including 3 system: one is positive circulation system, and the other two are Self-diagnosis circulatory systems.

### 4.1 Positive circulation system

Positive circulation system refers to Consumers continue to repeat the cycle of buying fruit goods. After the sale is completed, consumers will evaluate the live shopping process of fruit goods. If the evaluation score is high, the reputation of the

brands in Branding 3 will be improved, which will further promote the purchase of consumers in Live broadcast and form a positive circulation system.

#### 4.2 Self-diagnosis circulatory system

Self-diagnosis circulatory system refers to self-monitoring, self-diagnosis and self-improvement cycle, there are one self-diagnosis circulatory system in this model. In live broadcast, if consumers don't buy fruit goods, they will go back to the pre-sale, rethink the shortcomings of pre-sale and on sales, and then improve and promote consumers' purchase.

Issue	Conformity evaluate items	level of compliance		Suggestions and reasons (if any)
		0	1	
<b>Part 1: General information of the evaluator</b>				
1.1	Name.....			
1.2	Age.....years			
1.3	Highest educational qualification...			
1.4	Work experience.....years			
1.5	Current job position.....			
<b>Part 2: The effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi</b>				
<b>2.1 The elements of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase is complete</b>				
2.1.1	The concept of elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complet and innovative.			
2.1.2	The principle of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete			
2.1.3	The goal of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete.			
2.1.4	The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete			
<b>2.2 The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is logical.</b>				
2.2.1	The elements of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase are related			

Issue	Conformity evaluates items	level of compliance	Suggestions and reasons (if any)
		0	1
2.2.2	The combination of the elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete		
	<b>2.3 The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is practical</b>		
2.3.1	The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is feasible.		
2.3.2	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the purchase rate of consumers.		
2.3.3	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the effective utilization rate of enterprise resources		
2.3.4	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the profits of enterprises		
2.3.5	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase makes the sales process flexible, and can adjust the pricing, logistics services and sales services of fruit goods according to customer needs and changing competition conditions.		

Issue	Conformity evaluates items	level of compliance	Suggestions and reasons (if any)
		0      1	
<b>Part 3: Suggestions and reasons (if any)</b>			<b>Suggestions and reasons (if any)</b>
3.1	The elements of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase is complete		
3.2	The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is logical.		
3.3	The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is practical		



## Research evaluation form

### Subject

Evaluate the use of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi

### Research objective

To evaluate the Satisfaction of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi.

### Explanation

3. This consumer satisfaction questionnaire evaluation form is intended to collect your opinions as a consumer. The questions in the assessment are about the details of the use of satisfaction of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. The assessment is divided into 8 Sections include Section 1: Dimension of live broadcaster analysis; Section 2 : Dimension of fruit goods display and consistency; Section 3: Dimension of live broadcast scene; Section 4: Dimension of price setting; Section 5 : Dimension of live broadcast process ; Section 5 : Dimension of Sales services ; Section 6: Dimension of Sales services; Section 7: Dimension of logistics services ; Section 8: Dimension of branding..

Comments are given to assess the consistency of the satisfaction of experiment the live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi. Please consider what is specified in each item. How consistent is it in practice? Then check ✓ in the box according to your opinion as follows:

Score level 5 means most consistent.

Score level 4 means very consistent.

Score level 3 means moderately consistent.

Score level 2 means less consistent.

Score level 1 means least consistent.

The last section “suggestions (if any)” asks you to express your opinions. In order to make the details of the effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi.

General information :Part 1

Satisfaction of using live broadcast management model of fresh fruit :Part 2  
e-commerce for Consumersonline purchase in Guangxi '

(if any) Suggestions :Part 3

Issue	Conformity evaluates items	level of compliance				
		5	4	3	2	1
<b>Part 1: General information</b>						
1	Gender					
	<input type="checkbox"/> Male <input type="checkbox"/> Female					
	Age					
	<input type="checkbox"/> Below 25 yrs					
2	<input type="checkbox"/> 25-35 yrs					
	<input type="checkbox"/> 36-50 yrs					
	<input type="checkbox"/> Over 50 yrs					
	Number of times to buy fruit goods on live broadcast platform					
3	<input type="checkbox"/> Below 5 times					
	<input type="checkbox"/> 5-10 times					
	<input type="checkbox"/> 11-20 times					
	<input type="checkbox"/> Over 21 times					
	Identity					
	<input type="checkbox"/> Students					
	<input type="checkbox"/> Office staff					
4	<input type="checkbox"/> Worker					
	<input type="checkbox"/> Government officials					
	<input type="checkbox"/> Freelancers					
	<input type="checkbox"/> Other					
<b>Part 2: Satisfaction of using live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi</b>						
<b>Dimension of live broadcaster analysis</b>						
1	The performance of the fruit live broadcaster can attract you to watch					
2	The detailed fruit goods information you get from the live broadcast of the live broadcaster					

Issue	Conformity evaluates items	level of compliance				
		5	4	3	2	1
3	Live broadcasters can answer consumers' inquiries in a timely manner and actively interact with consumers					
<b>Dimension of fruit goods display and consistency</b>						
4	The display of fruits in the live broadcast can arouse your desire to buy					
5	The size of the fruit goods displayed in the live broadcast is consistent with the size of the fruit goods received by consumers					
6	The freshness of the fruit goods displayed in the live broadcast is consistent with the freshness of the fruit goods received by the consumers					
7	The taste of the fruit goods displayed in the live broadcast is consistent with the taste of the fruit goods received by the consumers					
<b>Dimension of live broadcast scene</b>						
8	The live broadcast scene makes you feel that the fruit goods sold are real and reliable					
9	The live broadcast scene makes you feel that the fruit goods sold are primary sources					
10	No noise was heard during the live broadcast					
<b>Dimension of price setting</b>						
11	You can accept the price of fruit goods.					
12	There are many pricing methods for fruit goods for you to choose from.					
<b>Dimension of live broadcast process</b>						
13	When watching the live broadcast platform, you can see the fruit live broadcast of our company					

Issue	Conformity evaluates items	level of compliance				
		5	4	3	2	1
14	After watching the live broadcast, you can get detailed information about fruit goods.					
15	There are promotional activities that attract you during the live broadcast.					
16	The live broadcaster will tell you how to buy it during the live broadcast.					
<b>Dimension of Sales services</b>						
17	Before buying, you can get the information of fruit goods in the live broadcast room.					
18	Before buying, you can find the purchase link in the live broadcast room					
19	Customer service can answer your inquiry in time					
20	Our company can deal with after-sales problems in time					
<b>Dimension of logistics services</b>						
21	Our company can deliver goods within the promised time					
22	You can receive the goods within the time promised by our company					
23	Fruit goods have not been damaged due to logistics packaging.					
24	Our company can provide home delivery service.					
<b>Dimension of branding</b>						
25	You can see the brand name and logo of our company in the live broadcast scene					
26	You are willing to give a good evaluation of your shopping experience					
27	You have often seen the live broadcast of fruit goods of our company on the live broadcast platform					

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Issue	Conformity evaluates items	level of compliance				
		5	4	3	2	1
28	You often see short videos of our company's live broadcast on other new media platforms.					

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## Appendix F

Basic information table of experts

### **Basic information table of experts**

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- |   |   |
|---|---|
| 1 | Basic information table of 12 interviewed experts     |
| 2 | Basic information table of 17 scoring experts         |
| 3 | Basic information table of 6 model evaluation experts |
-



Basic information table of 12 interviewed experts

No.	category	Name	Age	Academic degree	Work experience	Current job position
1	E-commerce live broadcast entrepreneurs	Mo Yonghua	43	Bachelor degree	4 years	General Manager and Chairman of Guangxi Chenpu Network Technology Co., Ltd.
2		Zeng Weipei	41	Bachelor degree	3 years	General Manager and Chairman of Guangdong Qiding Digital Information Technology Co., Ltd.
3		Zhou Youhua	37	Bachelor degree	3 years	General Manager and Chairman of Guangxi Zeng Weipei Network Technology Co., Ltd.
4	Live broadcaster	Lan Lili	26	Bachelor degree	4 years	Fruit goods live broadcaster of china Education Group Guangxi Branch.
5		Tang Chunman	23	College degree	3 years	Fruit goods live broadcaster of Guangxi Chenpu Network Technology Co., Ltd.
6		Ke Biying	23	College degree	3 years	Fruit goods live broadcaster of Guangxi Boya Network Technology Co., Ltd.
7	Senior E-commerce management personnel	Liang Shengyong	44	Master degree	4 years	Deputy General Manager of Guangxi Zhangsheng Technology Group Co., Ltd.
8		Deng Shiqing	38	Bachelor degree	3 years	Deputy General Manager of Guangxi Dongjun Media Co., Ltd.

Basic information table of 12 interviewed experts (cont.)

No.	category	Name	Age	Academic degree	Work experience	Current job position
9		Lin Qing	28	Bachelor degree	3 years	Operation Director of Guangxi Chenpu Network Technology Co., Ltd.
10	Senior business live broadcast consumers	Qin Jie	39	Master degree	5 years	Associate Research Fellow, Guangxi Academy of Agricultural Sciences.
11		Huang Xiaodan	33	Bachelor degree	4 years	E-commerce professional leader of Guangxi Bobai secondary technical school
12		Chen Yongling	28	College degree	4 years	Sales Manager of Nanning Country Garden Real Estate Development Co., Ltd.

Basic information table of 17 scoring experts

No.	category	Name	Age	Academic degree	Work experience	Current job position
1	Modeling expertss	Li Peng	60	Doctoral degree	6 years	Vice President of Business School of Guangxi University
2		Tang Yusheng	57	Doctoral degree	6 years	Director of Guangxi University Brand Development Institute
3	E-commerce live broadcast expert	Zhang Huangqiang	51	Master degree	5 years	Vice President of Economics School of Guangxi Vocational College of Industry and Commerce
4		He Jiayang	48	Master degree	4 years	Leader of Nanning Vocational and Technical College Business School E-commerce Professional Leader
5		Lan Qingye	43	Master degree	4 years	Leader of Nanning Vocational and Technical College Business School Cross-border E-commerce Professional
6		Jun Huang	43	Master degree	4 years	Leader of Guangxi Vocational and Technical College Business School Marketing Professional
7		Liang Haidong	42	Master degree	4 years	Leader of Marketing Major at Guangxi Hechi University

Basic information table of 17 scoring experts (cont.)

No.	category	Name	Age	Academic degree	Work experience	Current job position
8	Live broadcast	Zhang Haiying	47	Master degree	4 years	Deputy General Manager of Guangdong Zhimou Enterprise Management Consulting Co., Ltd.
9	marketing experts	Li Xuan	41	Master degree	4 years	Deputy General Manager of Guangxi Zhangsheng Technology Group Co., Ltd.
10		Huang Peng	35	Master degree	3 years	Marketing Director of Guangxi Dongjun Media Co., Ltd.
11		Zhou haijing	27	Bachelor degree	3 years	Marketing Director of Guangxi Chenpu Network Technology Co., Ltd.
12		Liu Chaoping	31	Bachelor degree	3 years	Marketing Director of Guangxi Junwuhang Culture Technology Co., Ltd.
13	successful e-commerce live broadcast entrepreneurs	Yu Junhong	45	Master degree	4 years	President of Nanning Marketing Association, General Manager and Chairman of Guangxi Liuchuan Culture Communication Co., Ltd.
14		Wei Huifang	37	Bachelor degree	3 years	General Manager and Chairman of Xinnao Intelligent Technology Guangxi Co., Ltd.

Basic information table of 17 scoring experts (cont.)

No.	category	Name	Age	Academic degree	Work experience	Current job position
15		Huang Zhen	35	Master degree	4 years	General Manager and Chairman of Guangxi Nanning weimeng interactive cultural communication Co., Ltd.
16		Xia Qing	45	Master degree	3 years	General Manager and Chairman of Guangxi xingbo film and television media group Co., Ltd.
17		Huang Zhiqiang	43	Master degree	3 years	General Manager and Chairman of Guangxi Xin broadcast media Co., Ltd.

Basic information table of 6 model evaluation experts

No.	category	Name	Age	Academic degree	Work experience	Current job position
1	E-commerce live broadcast expert	Qin jianwen	55	doctoral degree	6 years	President, School of Digital Economics, Nanning University
2		Han Jianghe	65	Master degree	6 years	Consultant of Guangxi Modern Vocational and Technical College; Former president of the Business School of Nanning Vocational and Technical College
3	Live broadcast marketing experts	Huang zhuoliang	44	Master degree	4 years	Sales Director of Guangdong Zhimou Enterprise Management Consulting Co., Ltd.
4		Su Yiyou	43	Master degree	3 years	Sales Director of Guangxi Zhangsheng Technology Group Co., Ltd.
5	successful e-commerce live broadcast	Liang Shuang	44	Master degree	4 years	General Manager and Chairman of Guangxi jintuo network technology co., ltd
6	entrepreneurs	Xie Qiang	43	Bachelor degree	4 years	General Manager and Chairman of Guangxi Yimu Culture Media Co., Ltd.

## Appendix G

The Results of the Quality Analysis of Research Instruments

Analyze the quality of the interviews.

Subject

Study the elements of live broadcast of fresh fruit E-commerce  
onconsumers' online purchase in Guangxi

Message list	Expert opinion			IOC value	Interpret results
	1	2	3		
	<b>Part 1: General information of the interviewee.</b>				
1. Name.....					
2. Age.....years					
3. Highest educational qualification.....					
4. Work experience.....years					
5. Current job position.....					
<b>Part 2: Live broadcaster analysis</b>					
Do you think live broadcaster elements is important? If so, what kind of Live broadcaster can promote consumers to buy online?	1	1	1	1.00	Valid
<b>Part 3: Fruit goods display and consistency</b>					
In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the fruit goods display and consistency is important? If so, what are the key points?	1	1	1	1.00	Valid
<b>Part 4: Live broadcast scene</b>					
In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the live broadcast scene are important? If it is important, How to build a live broadcast scene?	1	1	1	1.00	Valid



Message list	Expert opinion			IOC value	Interpret results
	1	2	3		
<b>Part 5: Price setting</b>					
In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the Price setting is important? If so, How should the price be set?	1	1	1	1.00	Valid
<b>Part 6: Live broadcast process</b>					
In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think live broadcast process are important? If so, what are the key links?	1	1	1	1.00	Valid
<b>Part 7: Sales services</b>					
In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think sales services are important? If it is important, there are some noteworthy places?	1	1	1	1.00	Valid
<b>Part 8: Logistics services</b>					
In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think Logistics services are important? If it's important, what should we pay attention to?	1	1	1	1.00	Valid
<b>Part 9: Brand building</b>					
In live broadcast of fresh fruit e-commerce for Consumers' online purchase, do you think the Brand building are important? If so, what aspects will affect consumers' purchase?	1	1	1	1.00	Valid

## Evaluation form for evaluate compliance

### Subject

Evaluate the elements of live broadcast of fresh fruit E-commerce on consumers' online purchase in Guangxi

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
1	<b>Live broadcaster analysis</b>					
2	Live broadcaster with realism	1	1	1	1.00	Valid
3	Live broadcaster with good communication and interaction with consumers	1	1	1	1.00	Valid
4	Live broadcaster with the knowledge and ability to host	1	1	1	1.00	Valid
5	Live broadcaster with profesional knowledge of oral communication	1	1	1	1.00	Valid
6	Live broadcaster with profesional knowledge of performing arts	1	1	1	1.00	Valid
7	Live broadcaster with deep knowledge of the fruit goods sold.	1	1	1	1.00	Valid
8	Live broadcaster supported by the member teams such as operation, field control and short video shooting	1	1	1	1.00	Valid
	<b>Fruit goods display and consistency</b>					
1	Colorful fruit goods display that can attract consumers' attention	1	1	1	1.00	Valid
2	A detailed display of fruit goods	1	1	1	1.00	Valid
3	A full display of fruit goods	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
4	The size of the fruit goods on the live display should be consistent with the size of the fruit goods received by the consumers	1	1	1	1.00	Valid
5	The freshness of the fruit goods displayed live is consistent with the freshness of the fruit goods received by the consumers	1	1	1	1.00	Valid
6	The taste of the fruit goods stated by the Live broadcaster is consistent with the taste of the fruit goods received by the consumers	1	1	1	1.00	Valid
<b>Live broadcast scene</b>						
1	Select a Live broadcast scene background that reflects the original ecology	1	1	1	1.00	Valid
2	Select the Live broadcast scene background that reflects the source of the goods	1	1	1	1.00	Valid
3	Set up Live broadcast scene with mobile phones, supports, lighting fixtures and other equipment	1	1	1	1.00	Valid
4	Set up Live broadcast scene in a relatively quiet place	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
	More than 5 square meters are required for Live broadcast scene construction	1	1	1	1.00	Valid
	<b>Price setting</b>					
1	Equal to or lower than the price of mainstream competitive goods on live broadcast platforms	1	1	1	1.00	Valid
2	Price setting in a tiered manner based on different packaging materials	1	1	1	1.00	Valid
3	Price setting in a tiered manner based on purchasing different weight specifications	1	1	1	1.00	Valid
4	If consumers buy back more than 5 times, they can negotiate with customer services privately	1	1	1	1.00	Valid
5	If consumers buy more at one time, they can negotiate with customer services privately	1	1	1	1.00	Valid
	<b>Live broadcast process</b>					
1	Select the target consumers to live in more online time slots	1	1	1	1.00	Valid
2	Sales promotion activities that can attract consumers can forecast the warm market	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
3	Including information about the origin and price of fruit commodities	1	1	1	1.00	Valid
4	Including the introduction of product information such as taste, origin and quality of fruit goods	1	1	1	1.00	Valid
5	Emphasize the selling points that are beneficial to the consumers, so that the consumers will have the purchasing motivation	1	1	1	1.00	Valid
6	Attractive promotion activities to guide consumers to purchase	1	1	1	1.00	Valid
<b>Sales services</b>						
1	Pre-sales services with fruit goods picture introduction	1	1	1	1.00	Valid
2	Pre-sales services with quoted prices for fruit goods	1	1	1	1.00	Valid
3	Pre-sales services with fruit goods purchase links	1	1	1	1.00	Valid
4	Timely reply to customer services consultation and on-sale services	1	1	1	1.00	Valid
5	After-sales service with compensation or refund if bad fruit is received	1	1	1	1.00	Valid
6	After-sales service with reissue if missed	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
<b>Logistics services</b>						
1	Logistics services for delivery within 24 hours	1	1	1	1.00	Valid
2	Logistics services that arrive within 4 days	1	1	1	1.00	Valid
3	Effectively Protect the Logistics Packaging of Fruit Commodities	1	1	1	1.00	Valid
4	Door-to-door logistics services	1	1	1	1.00	Valid
5	To help consumers to buy logistics insurance	1	1	1	1.00	Valid
<b>Brand building</b>						
1	Have brand marks such as the name and logo of the live broadcast room	1	1	1	1.00	Valid
2	Brand reputation with 95% favorable evaluation rate	1	1	1	1.00	Valid
3	There is a brand promotion of high-quality short video drainage	1	1	1	1.00	Valid
4	Brand promotion for buying live platform traffic	1	1	1	1.00	Valid
5	Advertise on new media platforms such as AAuto Quicker and Xiaohongshu for brand promotion	1	1	1	1.00	Valid
6	Advertising in TV, newspapers and other traditional media for brand promotion	1	1	1	1.00	Valid

## Evaluation form for evaluate compliance

### Subject

**Evaluate the live broadcast management model of fresh fruit E-commerce onconsumers' online purchase in Guangxi**

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
<b>Part 1: General information of the evaluator</b>						
1.1	Name.....	1	1	1	1.00	Valid
1.2	Age.....years	1	1	1	1.00	Valid
1.3	Highest educational qualification...	1	1	1	1.00	Valid
1.4	Work experience.....years	1	1	1	1.00	Valid
1.5	Current job position.....	1	1	1	1.00	Valid
<b>Part 2: The effectiveness of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase in Guangxi</b>						
<b>2.1 The elements of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase is complete</b>						
2.1.1	The concept of elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complet and innovative.	1	1	1	1.00	Valid
2.1.2	The principle of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete	1	1	1	1.00	Valid
2.1.3	The goal of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete.	1	1	1	1.00	Valid
2.1.4	The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
<b>2.2 The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is logical.</b>						
2.2.1	The elements of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase are related	1	1	1	1.00	Valid
2.2.2	The combination of the elements of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is complete	1	1	1	1.00	Valid
<b>2.3 The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is practical</b>						
2.3.1	The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is feasible.	1	1	1	1.00	Valid
2.3.2	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the purchase rate of consumers.	1	1	1	1.00	Valid
2.3.3	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the effective utilization rate of enterprise resources	1	1	1	1.00	Valid
2.3.4	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can improve the profits of enterprises	1	1	1	1.00	Valid



Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
2.3.5	The practice of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase makes the sales process flexible, and can adjust the pricing, logistics services and sales services of fruit goods according to customer needs and changing competition conditions.	1	1	1	1.00	Valid
<b>Part 3: Suggestions and reasons (if any).</b>						
3.1	The elements of live broadcast management model of fresh fruit E-commerce for Consumers' online purchase are complete	1	1	1	1.00	Valid
3.2	The process of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase is logical.	1	1	1	1.00	Valid
3.3	The live broadcast management model of fresh fruit e-commerce for Consumers' online purchase can be experimented	1	1	1	1.00	Valid

## Evaluation form for evaluate

### Subject

Evaluate the use of live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
<b>Part 1: General information</b>						
1	Gender <input type="checkbox"/> Male <input type="checkbox"/> Female	1	1	1	1.00	Valid
2	Age <input type="checkbox"/> Below 25 yrs <input type="checkbox"/> 25-35 yrs <input type="checkbox"/> 36-50 yrs <input type="checkbox"/> Over 50 yrs	1	1	1	1.00	Valid
3	Number of times to buy fruit goods on live broadcast platform <input type="checkbox"/> Below 5 times <input type="checkbox"/> 5-10 times <input type="checkbox"/> 11-20 times <input type="checkbox"/> Over 21 times	1	1	1	1.00	Valid
4	Identity <input type="checkbox"/> Students <input type="checkbox"/> Office staff <input type="checkbox"/> Worker <input type="checkbox"/> Government officials <input type="checkbox"/> Freelancers <input type="checkbox"/> Other	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
<b>Satisfaction of using live broadcast management model of fresh fruit e-commerce for Consumers' online purchase in Guangxi</b>						
<b>Dimension of live broadcaster analysis</b>						
1	The performance of the fruit live broadcaster can attract you to watch	1	1	1	1.00	Valid
2	The detailed fruit goods information you get from the live broadcast of the live broadcaster	1	1	1	1.00	Valid
3	Live broadcasters can answer consumers' inquiries in a timely manner and actively interact with consumers	1	1	1	1.00	Valid
<b>Dimension of fruit goods display and consistency</b>						
4	The display of fruits in the live broadcast can arouse your desire to buy	1	1	1	1.00	Valid
5	The size of the fruit goods displayed in the live broadcast is consistent with the size of the fruit goods received by consumers	1	1	1	1.00	Valid
6	The freshness of the fruit goods displayed in the live broadcast is consistent with the freshness of the fruit goods received by the consumers	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
<b>Dimension of live broadcast scene</b>						
7	The taste of the fruit goods displayed in the live broadcast is consistent with the taste of the fruit goods received by the consumers	1	1	1	1.00	Valid
8	The live broadcast scene makes you feel that the fruit goods sold are real and reliable	1	1	1	1.00	Valid
9	The live broadcast scene makes you feel that the fruit goods sold are primary sources	1	1	1	1.00	Valid
10	No noise was heard during the live broadcast	1	1	1	1.00	Valid
<b>Dimension of price setting</b>						
11	You can accept the price of fruit goods.	1	1	1	1.00	Valid
12	There are many pricing methods for fruit goods for you to choose from.	1	1	1	1.00	Valid
<b>Dimension of live broadcast process</b>						
13	When watching the live broadcast platform, you can see the fruit live broadcast of our company	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
<b>Dimension of Sales services</b>						
14	After watching the live broadcast, you can get detailed information about fruit goods.	1	1	1	1.00	Valid
15	There are promotional activities that attract you during the live broadcast.	1	1	1	1.00	Valid
16	The live broadcaster will tell you how to buy it during the live broadcast.	1	1	1	1.00	Valid
17	Before buying, you can get the information of fruit goods in the live broadcast room.	1	1	1	1.00	Valid
18	Before buying, you can find the purchase link in the live broadcast room	1	1	1	1.00	Valid
19	Customer service can answer your inquiry in time	1	1	1	1.00	Valid
20	Our company can deal with after-sales problems in time	1	1	1	1.00	Valid
<b>Dimension of logistics services</b>						
21	Our company can deliver goods within the promised time	1	1	1	1.00	Valid
22	You can receive the goods within the time promised by our company	1	1	1	1.00	Valid

Issue	Conformity evaluate items	Expert opinion			IOC value	Interpret results
		1	2	3		
23	Fruit goods have not been damaged due to logistics packaging.	1	1	1	1.00	Valid
24	Our company can provide home delivery service.	1	1	1	1.00	Valid
<b>Dimension of branding</b>						
25	You can see the brand name and logo of our company in the live broadcast scene	1	1	1	1.00	Valid
26	You are willing to give a good evaluation of your shopping experience	1	1	1	1.00	Valid
27	You have often seen the live broadcast of fruit goods of our company on the live broadcast platform	1	1	1	1.00	Valid
28	You often see short videos of our company's live broadcast on other new media platforms.	1	1	1	1.00	Valid
<b>Part 3: Suggestions (if any)</b>						
1	If you have any other suggestions about the use for Live Broadcast Management Model of Fresh Fruit e-commerce for Consumers' online purchase in Guangxi, please write them down. Suggestions:	1	1	1	1.00	Valid

Appendix H  
Certificate of English





## Appendix I

The Document for Accept Research



MHESI. 0643.05/RDIJO/002

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February 20<sup>th</sup>, 2024

**Sub : Research Article Acceptance Letter**

Dear Authors, (Mr. Liu Yanbo et al.)

As you have submitted a research article entitled “**Development of Live Broadcast Management Model for Fresh Fruit E-commerce on Consumers' Online Purchase in Guangxi, China.**” to the Journal of BSRU-Research and Development Institute. The research article has also been revised as requested by the reviewers and got positive opinion.

In this regard, we are pleased to inform you that your research article has been accepted for publication in the **Journal of BSRU- Research and Development Institute, ISSN(online): 2774-1176, Volume 9, Issue 1, 2024 (January - June 2024) pp. 13-24.**

Note: The Journal of BSRU-Research and Development Institute has been certified for quality by the Thai Journal Citation Index Center (TCI). This can be verified on website: <https://tci-thailand.org>

Sincerely yours,

(Assistant Professor Dr. Kiatikhon Sobhanabhorn)  
Editor-in-Chief  
Journal of BSRU-Research and Development Institute  
Bansomdejchaopraya Rajabhat University



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