

Researching the Satisfaction Degree of Shuanghui Meat Products Quality and Safety from the Perspective of Configuration

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Abstract: In the social environment of the escalating consumption structure, a correct understanding of the influencing factors of meat product quality and safety satisfaction will help Shuanghui to improve consumer satisfaction more specifically. Based on the configuration perspective, this paper uses Fuzzy – Set Qualitative Comparative Analysis (fsQCA) to research the quality and safety satisfaction of Shuanghui meat products. The results show that: (1) “perceived quality and perceived value” and “perceived value and safety risk perception” have the greatest impact on the quality and safety satisfaction of meat products; (2) In the case of low expectation perception and safety supervision perception, improving consumers’ perceived quality helps to improve consumer satisfaction; (3) Safety supervision perception should be combined with other variables to improve meat product quality and safety satisfaction. The conclusion of this paper not only provides suggestions for Shuanghui enterprises to improve consumer satisfaction, but also lays a theoretical foundation for the development of meat product quality and safety satisfaction research in China.

Keywords: Quality and safety; Influencing factors; Fuzzy – Set Qualitative Comparative Analysis

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1. Introduction

With the continuous upgrading of the consumption structure of meat products industry, consumers have higher and higher requirements for the quality and safety of meat products. According to official data, affected by the epidemic, the sales volume of meat products of Shuanghui enterprises in 2021 will decrease compared with that in 2020, with a decline rate of 7.5%. Therefore, if Shuanghui enterprises want to grasp the strategic initiative and win the sustainable competitive advantage, in the final analysis, it is to obtain the consumer advantage. Meat product quality and safety satisfaction is an important indicator to measure consumers’ satisfaction with meat products. Improving consumer satisfaction has become an effective way for Shuanghui enterprises to obtain sustainable competitive advantage.

As early as the late 20th century, the concept of customer satisfaction gradually attracted the attention of academia. Professor Cardozo introduced the concept of “satisfaction” in the field of sales ^[1]. Later, Oliver and Rust believe that customer satisfaction is the perception formed by comparing the actual consumption experience of customers with the expectation of consumption in the process of consuming products or services ^[2]. Yi believes that satisfaction can be divided into two categories, one is the trade-off and scoring between customer costs and expected benefits, and the other is the emotional feedback from customers ^[3]. Jones came to the conclusion that customer satisfaction is the final accumulation of customer satisfaction

with each discontinuous service ^[4]. Liu Wenbo believes that the difference between customers' expected quality before purchasing products and customers' perceived quality after using products is customer satisfaction ^[5].

On the basis of determining the connotation of customer satisfaction, domestic and foreign scholars have gradually studied the influencing factors of food safety satisfaction. Helena studied pork satisfaction and found that good price / quality relationship is the key factor to meet pork consumer satisfaction ^[6]. Liu Xinchao and Fan Linfeng analyzed the safety of rice, and the results showed that expected quality, perceived quality and perceived value had the greatest impact on satisfaction ^[7]. Wang Jianhua, Ge JiaYe and others found that the satisfaction degree of government supervision on food safety had the greatest impact on the overall food safety assessment through the analysis of food safety supervision evaluation ^[8]. Chen Zhiliang and Shi Yanlong studied the public satisfaction of food safety in Zhejiang Province, and pointed out that food quality, local government law enforcement and other factors had the greatest impact on the public satisfaction of food safety ^[9]. Xie Linzhu, Yang Hong and others studied the consumer satisfaction of horsemeat sausage and found that corporate image, corporate brand and product quality had a greater impact on consumers ^[10]. Xu Yaxin and others believe that factors such as government supervision and public opinion supervision will affect food safety satisfaction ^[11]. According to the situation of online shopping of fresh agricultural products in Beijing, Li Ning analyzed that perceived quality has an important impact on consumers' satisfaction with online shopping of fresh agricultural products ^[12]. He Caihong verified consumers' satisfaction with edible oil safety, and the results showed that the impact of safety risk perception was the weakest, and perceived quality had an indirect impact on consumers' satisfaction ^[13].

To sum up, most scholars analyze the linear relationship between some influencing factors and customer satisfaction, few scholars study the configuration effect of influencing factors of meat product quality and safety satisfaction in China. Therefore, this paper takes consumers who have purchased Shuanghui meat products as samples, uses fuzzy set qualitative comparative analysis method to study meat product quality and safety satisfaction, and analyzes the configuration effect of multiple influencing factors in the process of satisfaction research, so as to provide reasonable suggestions for Shuanghui enterprises to comprehensively improve consumer satisfaction, at the same time, it also lays a theoretical foundation for the development of meat product quality and safety satisfaction research in China.

2. Model construction and research methods

2.1. Model construction

In 1989, Claes Fornell, a professor at the University of Michigan, put forward the customer satisfaction index based on the basic theory of customer satisfaction. Then, according to the model proposed by Fornell, scholars have established a customer satisfaction model in line with national conditions. At present, there are three representative customer satisfaction models: SCSB, ACSI and ESCI. ACSI model has the characteristics of reasonable definition and strong operability, which has been widely used in the research of consumer satisfaction.

Although scholars believe that customer satisfaction is the result of multiple factors, due to the limitations of research methods, most of the previous studies on customer satisfaction (CS) are to test the linear relationship between some factors and customer satisfaction, ignoring the theoretical fact that the occurrence of customer satisfaction is affected by multiple factors. fsQCA can better explain the heterogeneity between cases and the complex configuration effect between conditions. In view of this, this paper uses ACSI theory for reference, combines with the characteristics of China's meat products industry, and considers that consumers' willingness to buy food is largely affected by food quality and safety incidents. By removing consumer loyalty and complaints, this paper introduces two variables, safety risk perception and safety supervision perception, and from the satisfaction level of quality and safety from the

perspective of configuration. That is to discuss the multiple concurrent causes and complex mechanisms that affect CS through five antecedents at two levels, so this paper constructs the MPCS model as shown in **Figure 1**. The quality layer includes expected perception, perceived quality and perceived value, while the safety layer includes safety risk perception and safety supervision perception.

(1) Quality level

Expected perception refers to the perception before use, that is, customers’ general grasp of the quality of a product or service when they do not buy or use it. Perceived quality is the perception after use, that is, consumers’ real feelings after buying and using certain products and services. Perceived value is customers’ judgment of the price they pay after they buy and use a certain product or service. It is usually investigated from two aspects: one is the judgment of the current price, the product or service they enjoy, and the other is the judgment of the price they pay for the product or service they enjoy.

(2) Security level

Safety risk perception refers to consumers’ subjective perception of food safety problems and health risks. Safety supervision perception refers to consumers’ cognition, judgment and evaluation of food safety supervision.

In order to facilitate the calculation of SPSS and fsQCA, this paper simplifies the name of each variable: XFYZ (Expected Perception), GZZL (Perceived Quality), GZJZ (Perceived Value), AFGZ (Safety Risk Perception), AJGZ (Safety Supervision Perception), ZTMD (Consumer Satisfaction).

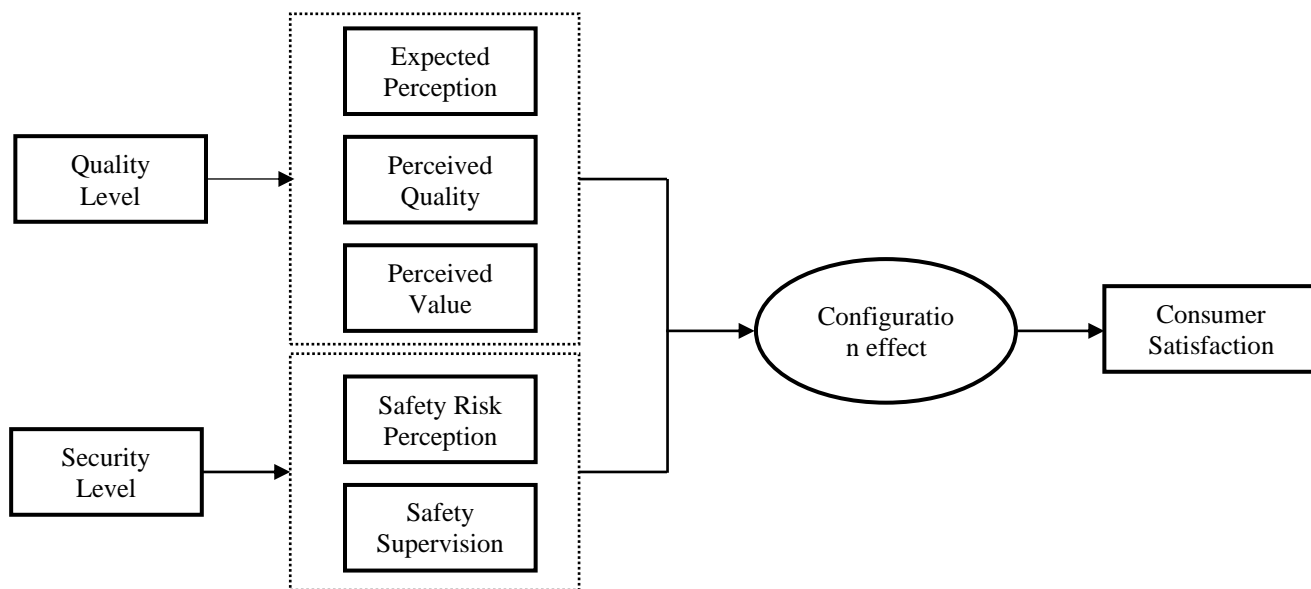


Figure 1. MPCS model

2.2. Research methods

In this paper, Fuzzy – Set Qualitative Comparative Analysis (fsQCA) is used to explore the satisfaction of meat products quality and safety and its influencing factors. As a new method developed from the theory of set, Fuzzy – Set Qualitative Comparative Analysis has been used more and more frequently in the field of business and management, and has become a hot spot in methodology in recent years ^[14].

First, fsQCA assumes the independence of antecedent conditions, and tries to analyze the relationship between cause and condition and the causal relationship of multiple concurrencies by different configurations. Secondly, fsQCA believes that many configurations can produce the same result, that is, the configuration has equivalence. Finally, fsQCA advocates causal asymmetry and condition effect asymmetry. The cause and effect asymmetry indicates that the cause of expected result and non-occurrence

can be different; The asymmetry of conditional action is different from the unified assumption of causal effect in linear regression, because the conditions that function in a configuration may not exist in other configurations or may play a negative role. Therefore, fsQCA can better explain the complex configuration effects between heterogeneity and conditions between cases [15].

In the qualitative comparison analysis of fuzzy sets, the scores of fuzzy sets are used to represent the degree of results and interpretation conditions. The scores can be any value between 0 and 1, which can better avoid the loss of information in the process of data conversion and reflect the actual situation of the case more accurately. In the analysis, the researchers should first clarify the principle and significance of fuzzy set assignment, and then judge the relationship between the result and the interpretation condition according to the consistency index and coverage index. The formula is as follows:

$$Consistency(X_i \leq Y_i) = \frac{\sum [\min(X_i, Y_i)]}{\sum X_i} \quad (1)$$

$$Coverage(X_i \leq Y_i) = \frac{\sum [\min(X_i, Y_i)]}{\sum Y_i} \quad (2)$$

Among them, X_i is the membership of the antecedent variable, Y_i is the membership of the result variable, and $\min(X_i, Y_i)$ is the minimum value between them. The closer the consistency value is to 1, the greater the probability that X sets belong to Y sets is, and the closer the coverage value is to 1, the smaller the chance that non- X sets also belong to Y sets is.

3. Variable measurement and data collection

3.1. Variable measurement

In this study, the structure was measured by Likert-5 point measurement method, and “1” was very dissatisfied, and “5” was very satisfied. In order to ensure the reliability and validity of the scale, the research variables were based on the existing literature and interview results, and the meat products industry characteristics were considered comprehensively, and the meat products quality and safety satisfaction scale was prepared. Among them, expectation perception includes three items, which are overall expectation, reliability expectation and service quality expectation. The perceived quality scale mainly includes the overall quality perception, reliability awareness and service quality perception. The perceived value scale includes two items: price of given quality and quality of given price. The safety risk perception scale includes two items of fake and inferior products and additives exceeding the standard. The safety supervision perception scale includes three items, namely, supervision system, law enforcement and health license.

3.2. Data acquisition and analysis

(1) Sample selection

This paper takes the national consumers who bought Shuanghui meat products in 2021 as the survey object, and uses the questionnaire to obtain the data. Based on the relevant questionnaire, combined with the characteristics of meat products industry, the questionnaire of quality and safety satisfaction of Shuanghui meat products was developed. The questionnaire was issued after 225 respondents were clearly required to fill in the questionnaire. After the elimination of invalid samples (such as serious lack of data), 206 valid questionnaires were selected as the initial research samples. In order to ensure the typical of the case, the selected cases should be diversified in terms of gender, age, occupation and income. Then 120 questionnaires were obtained as the case base of this study.

(2) Reliability and validity analysis

The data reliability and validity are analyzed by SPSS. The results are shown in **Table 1** and **Table 2**. As shown in **Table 1**, each variable α coefficients are: 0.938, 0.932, 0.889, 0.876, 0.938 and 0.958, and their Cronbach's α and the comprehensive reliability pass coefficient (CR) are both greater than 0.8, which indicates that the internal consistency of each variable is good, and the measurement reliability passes the test. This study draws lessons from the mature scale, and discusses with relevant experts in the process of questionnaire design for the filling and answering of domestic consumers. The questionnaire is written under the suggestion of the questionnaire. Therefore, the items of scale design are better in content validity. From the results of CFA, the mean extraction variance (AVE) of all variables is more than 0.5, and the CR value is more than 0.8, which indicates that the convergence validity passes the test. As shown in **Table 2**, the square root of ave of each variable is greater than the correlation coefficient between the variable and other variables, which indicates that the scale has good differentiation validity.

Table 1. Reliability and validity analysis of main variables

Variable	Cronbach's α	CR	AVE
XFYZ	0.938	0.826 5	0.570 4
GZZL	0.932	0.900 0	0.750 0
GZJZ	0.889	0.874 8	0.763 9
AFGZ	0.876	0.893 2	0.530 4
AJGZ	0.938	0.814 4	0.551 0
ZTMD	0.958	0.827 9	0.833 6

Table 2. Discriminant validity of main variables

	XFYZ	GZZL	GZJZ	AFGZ	AJGZ	ZTMD
XFYZ	0.755					
GZZL	0.790**	0.866				
GZJZ	0.787**	0.654**	0.874			
AFGZ	0.712**	0.703**	0.576**	0.728		
AJGZ	0.728**	0.731**	0.524**	0.538**	0.742	
ZTMD	0.778**	0.760**	0.534**	0.438**	0.885**	0.913

Note: * P < 0.05, ** P < 0.01, diagonal is the root number of Ave.

4. Data calibration and result analysis

4.1. Data calibration

Before using fsQCA for analysis, conventional variables should be converted into fuzzy variables, that is, recalibration of data. Calibration is the process of transforming variables into sets and assigning set membership to cases. In this paper, the direct method is used for calibration. Firstly, three anchor points are determined: full membership, intersection and no membership. The membership degree of the calibrated set is between 0 and 1. The original data of the variables studied in this paper are all obtained by Likert 5-point scale, and the mean value of each scale is used as the original data of fsQCA. Therefore, after considering the distribution of each variable score of all samples, the three anchor points selected in this paper are: the anchor points of GZZL1 and ZTMD are 2, 3.5 and 5 respectively, and the anchor points of the remaining variables are 1, 3 and 5. The statistics of each variable and the calibration anchor point are

shown in **Table 3**.

Table 3. Statistics of variables and calibration anchor points

Variable	MIN	AVG	MED	full membership	cross over point	full non-membership
XFYZ	1.00	2.9	3	5	3	1
GZZL	2.00	3.06	3.17	5	3.5	2
GZJZ	1.00	2.5	2.75	5	3	1
AFGZ	1.00	3.1	3.25	5	3	1
AJGZ	1.00	2.9	3.17	5	3	1
ZTMD	2.00	2.3	3	5	3.5	2

4.2. Result analysis

(1) Analysis of necessary conditions

Generally speaking, the criterion of consistency is 0.85, and the stricter criterion is that the condition of consistency greater than 0.9 can be used as the necessary condition of the result. Therefore, the consistency test value is set to 0.9, that is, when the consistency is close to 0.9, the antecedent condition can be regarded as the necessary condition of the result. Through the “necessary conditions” Analysis Option of fsQCA software, the necessity and coverage rate of antecedent conditions of consumers’ satisfaction with the quality and safety of meat products are calculated, as shown in **Table 4**. The consistency of necessary conditions shows that no single variable has a consistency score of more than 0.9, that is, there is no single conditional variable as a necessary condition for the result.

Table 4. Necessity test of consumer satisfaction

Conditional variable	Consumer satisfaction result	
	Consistency	Coverage
XFYZFS	0.618 560	1.000 000
~XFYZFS	0.506 577	0.943 557
GZZLFS	0.743 260	0.989 934
~GZZLFS	0.375 554	0.928 161
GZJZFS	0.709 033	0.988 451
~GZJZFS	0.411 889	0.940 123
AFGZFS	0.558 753	1.000 000
~AFGZFS	0.560 643	0.939 593
AJGZFS	0.597 995	1.000 000
~AJGZFS	0.517 477	0.928 301

(2) Construction of truth table

According to the principle of qualitative comparative analysis, the number of configurations formed by multiple antecedent conditions is logarithmic to the number of selected conditions, that is, for a fuzzy set with m antecedent conditions, 2m cause configurations can be constructed. In this paper, five antecedents are selected, and there will be 32 configurations; The default criterion of the consistency threshold is 0.8 (if the result is greater than 0.8, it is 1; if the result exists, it is 1); If it is less than 0.8, the result does not exist (0); Since the selected case frequency should retain at least 75% of the observed cases,

the case frequency threshold is set to 3 (the case results below this value are considered as logical remainder). According to the above settings, the simplified truth table contains 9 configurations, of which 8 configurations exist and 1 configuration does not exist, and there is no contradictory configuration, as shown in **Table 5**. From the truth table, we can see that the reasons leading to meat product quality and safety satisfaction are various, which proves that the antecedent conditions and results of meat product quality and safety satisfaction have complex interdependent causality.

Table 5. Truth table

XFYZFS	GZZLFS	GZJZFS	AFGZFS	AJGZFS	Number	ZTMDFS	Consistency	PRI
1	1	1	1	1	26	1	1	1
1	1	1	1	0	10	1	1	1
1	1	1	0	1	8	1	1	1
1	1	1	0	0	5	1	1	1
0	1	1	0	1	4	1	1	1
0	1	1	1	1	4	1	1	1
0	1	1	0	0	13	1	0.998 314	0.997 208
0	0	1	0	0	9	1	0.995 771	0.991 443
0	0	0	0	0	12	1	0.960 322	0.919 853

(3) Conditional combination analysis

According to the results of truth table, this paper further uses fsQCA3.0 to carry out Boolean minimization operation. Combined with PRI consistency greater than 0.7, choosing the “standard analysis” option will produce complex scheme, reduced scheme and intermediate scheme with different degrees of simplification; The intermediate scheme has good enlightenment and universality. Therefore, this paper uses the intermediate scheme, and combines with the simple scheme to distinguish the core and edge conditions, that is to say, there are eight configurations (as shown in **Table 6**) that produce the results of consumer satisfaction, and the consistency of these eight configurations are respectively: 0.952, 0.997, 0.996, 1, 1, 0.958, 0.997, 1, showing high consistency. These eight configurations together explain the main reasons for consumer satisfaction.

After classification, the antecedent configuration of meat product quality and safety satisfaction in this study can be divided into four types: quality and safety type, value perception type, quality and value management type and other types.

(1) Quality safety type. In the first mock exam, all the common core conditions of configuration are perceived quality and security risk perception, and the other conditions are expected perception and safety monitoring perception, which include H5:XFYZFS* GZZLFS*AFGZFS and H8:GZZLFS*AFGZFS*~AJGZFS.

(2) Value perception. In this mode, the common core condition is perceived value, and other conditions are expected perception, perceived value and security supervision perception, including H3: ~ XFYZFS * GZJZFS * ~ AJGZFS, H4: GZJZFS * ~ AFGZFS * AJGZFS.

(3) Quality, value and management. This mode not only pays attention to quality perception but also value perception, and is configured as H2: GZZLFS * GZJZFS.

(4) Other types. In this mode, there is no core condition except configuration 7, including H1: ~ XFYZFS * ~ AFGZFS, H6: ~ GZZLFS * ~ GZJZFS * ~ AFGZFS * ~AJGZFS, H7: ~ XFYZFS * GZZLFS * ~ AJGZFS.

Through further analysis of the research results, we can get the following conclusions:

(1) “Perceived quality” and “perceived value” are the most widely used condition combination, accounting for 0.630187 of all condition combinations, which indicates that the condition combination of “perceived quality” and “perceived value” is a key combination mode affecting consumer satisfaction. At the same time, we also find that “perceived quality” and “perceived value” are not necessary conditions, but they play an important role in the combination of conditions. For example, in configuration H3, even if “perceived value” is opposite to other variables, as long as “perceived value” appears, it can promote the result; In configuration H7, even if “perceived quality” and other variables become the opposite number, as long as “perceived quality” appears, it can also promote the result.

(2) According to the Boolean simplification method, “if two Boolean expressions differ by only one condition and produce the same result, this condition can be deleted in the expression to produce a more simplified expression.”. Therefore, by analyzing all the conditional configurations, it is concluded that configuration H5: $XFYZFS * GZZLFS * AFGZFS$, and configuration H8: $GZZLFS * AFGZFS * \sim AJGZF$, that is, $XFYZFS * GZZLFS * AFGZFS + GZZLFS * AFGZFS * \sim AJGZF$ IS SIMPLIFIED TO: $GZZLFS * AFGZFS$, that is, perceived value * security risk perception. This configuration constitutes a necessary and sufficient condition for high satisfaction.

(3) Most of the “safety supervision perception” variables appear in the form of their opposite values in the combination, which proves that they are not as important as the previous studies have shown, and their effect must be combined with other variables to a large extent.

Table 6. Configuration results of consumer satisfaction

Conditional variable	Configuration of consumer satisfaction							
	H1	H2	H3	H4	H5	H6	H7	H8
XFYZFS	○		○				○	
GZZLFS		•			•	○	•	•
GZJZFS		•	•	•		○		
AFGZFS	○			○	•	○		•
AJGZFS			○			○	○	○
Consistency	0.952 143	0.997 011	0.995 747	1	1	0.957 981	0.996 824	1
Raw coverage	0.458 324	0.630 187	0.357 314	0.343 725	0.484 558	0.271 71	0.342 126	0.311 678
Unique coverage	0.021 583	0.072 8144	0.006 468	0.001 308	0.011 918	0.001 599	0	0.001 453
Solution consistency	0.793 693							
Solution coverage	0.968 864							

Note: “•” in the table represents the existence of core causal condition, “⊗” represents the absence of core causal condition, “and” (“represents the existence of marginal causal condition” ○) It means that the marginal causal condition is missing, and “blank” means that the condition can appear or not appear in the configuration.

5. Conclusions and suggestions

Based on the configuration perspective, this paper analyzes the quality and safety satisfaction of Shuanghui

meat products by fuzzy set qualitative comparative analysis method, aiming to find the conditions and combinations that affect consumer satisfaction, and seek some enlightenment to improve satisfaction. The conclusions are as follows.

(1) The two configurations of “perceived quality and perceived value” as well as “perceived value and safety risk perception” have the greatest impact on meat product quality and safety satisfaction. That is to say, the improvement of consumers’ quality perception, perceived value and safety risk perception will inevitably lead to the improvement of consumers’ satisfaction with the quality and safety of meat products.

(2) In the case of low perception of consumers’ expected quality and safety supervision, improving consumers’ perceived quality is helpful to improve meat product quality and safety satisfaction.

(3) Safety supervision perception should be combined with other conditions to improve meat product quality and safety satisfaction.

In relation of the concluding statements above, combined with the relevant practice of Shuanghui enterprises, the following suggestions are put forward to improve the quality and safety satisfaction of Shuanghui meat products.

First, we should do a solid job in products and services. Specifically, in terms of products, it mainly improves the variety and freshness of meat products; in terms of service, it mainly improves the quality of pre-sales and after-sales service. Second, scientific and reasonable prices should be set. First of all, Shuanghui company should refer to the relationship between supply and demand to set product prices, and pay attention to the error between product prices and values; Secondly, after setting the price, Shuanghui company should also strive to provide consumers with equal value from both products and services. Third, we should strengthen the quality and safety education for consumers. Shuanghui enterprises can cooperate with the government to publicize the knowledge of meat products through multiple channels, strengthen safety education, and improve the cognition of meat product safety. Fourth, we should cooperate with the government and the third-party platform for safety supervision. As far as the government agencies are concerned, we should improve the information transparency, increase the publicity of food safety knowledge, and increase the reliability of information release. The second is the third-party platform, which should correctly use the guidance of the media, release reliable food safety information, and conduct correct public opinion supervision on food quality and safety.

Disclosure statement

The author declares no conflict of interest.

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