1. There is no problem with the logic of the paper, but remember to label the reference with a serial number

2. There are still problems in the empirical part of the paper. You should use your main research problem to do regression, and your research hypothesis mentioned it

H1. Taobao Live successfully handles complex buying behavior because its environment allows users to familiarize with the products in more detail.

H1a: Taobao live provides more detailed information on products in general

H1b: Taobao Live provides more detailed information on products use and features

H1c: Taobao Live provides more detailed information on products quality

H1d: Taobao Live provides more detailed information on products appearance

H2. Taobao Live successfully handles dissonance reducing buying behavior via providing bigger visibility to the products.

H3. Taobao Live is influencing buying behavior, because it provides a highly interactive platform both among users and between the users and the company.

H4. Taobao Live influences buying behavior because it provides a platform, where consumers can be highly engaged with the brands and form brand loyalty.

So I summarized what you want to study are the product

details disclosure in the live broadcast x1,

the product appearance display x2,

the interactivity x3,

can H4 be changed to the anchor? X4

There is this in the question, otherwise it is a bit heavy with x3 y is the buying tendency you want to study Next come back

First measure the variables Y is Question 14. Assign different scores to each option. The higher the score, the greater the tendency to buy (1-5)

X1=Product details disclosure should be 10 11 12 13 questions in the questionnaire, and each option has a different score Because you used 4 questions to measure one problem, you can average it so that you can use one data to measure X1 In the same way, you can get x2 X3 X4.

Control variables: In other words, in addition to the factors you want to study, there are other factors that also affect him

Age x5

Daily time spent online online x6

Sex x7

Live shopping experience x8

Weekly time spent on Taobao Live x9

The regression model is y=c+a1x1+a2X2+a3X3+a4X4+b1x5+b2X6+b3X7 What you have to do is to organize the data Then you give me the data and I will help you return

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 序号 | y | X1 | X2 | X3 | X4 | X5 | X6 | X7(男为1，女为0） | X8…… |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

The question of whether the measurement mode is generally counted with 0 or 1 If there are 5 options, assign a value from low to high 1 to 5 points. The higher the intensity of willingness, the higher the score Do you understand? Gender and age are for control, not for direct return At that time, I will give you a regression result. Then you can write it. The result is very significant, indicating that your hypothesis has been verified. For specific analysis, please refer to other papers. You may not be satisfied with what I found for you. How many control variables can be added, and then you have to write clearly which variable is what.