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Research on the influence of audience perception quality on the intention to watch again in sports leagues

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Abstract

The CBA League is a vital component of the Chinese sports industry exerting an immeasurable driving force on the development of a high-quality sports industry. This study investigates the audience's intention to watch live again aiming to direct the event's attention to the audience's real experiences and promote the event's healthy development. In this study, a quantitative approach was employed using a questionnaire survey with the consumer group of CBA events as the survey subjects. A total of 521 valid questionnaires were collected through on-site surveys. Data analysis in this study revealed that audience-perceived quality has a positive impact on the intention to watch again and also positively influences audience trust. On the other hand, audience trust positively influences their intention to watch again. The audience experience serves as a moderating factor. Audience-perceived quality not only has a direct impact on the intention to watch again but can also indirectly increase the intention to watch again by enhancing audience trust. The audience trust serves as a partial mediator. Additionally, audience experience acts as a moderator in the process where audience-perceived quality positively influences the intention to watch again strengthening its effect. The success of a basketball league does not solely depend on the team's performance and the audience's experiences are equally crucial. We can provide more scientifically effective suggestions for the sustainable development of sports leagues through a profound understanding of audience psychology.

Keywords: Audience experience, Audience perceived quality, Audience trust, Intention to watch again, Chinese basketball association.

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1. Introduction

Consumers are increasingly diversifying their consumption choices leading to a growing demand for products or services related to the sports industry alongside the sustained development of the Chinese economy and the continual improvement in people's quality of life. The continuous formulation and improvement of sports industry policies have contributed to their development. The ongoing efforts of local governments and the continual influx of market capital have facilitated the flourishing of the sports industry markedly expediting the trend of the Chinese sports industry gradually becoming a new focal point for economic growth.

The Chinese Basketball Association (CBA) occupies a substantial portion within the array of sports industry intellectual properties (IP) in China. The CBA League is a crucial element in the sports industry contributing immeasurable impetus to developing high-quality sports industries and serving as a professional sports event. Nevertheless, it confronts issues such as a shortage of talent in event market management, inadequacies in match products and event service quality failing to meet consumer demands. Consequently, this has resulted in the system's supply-side core products and scale lagging incongruent with the current development requirements of the Chinese professional sports event consumer market. This seriously affects the continued deepening of operations and development.

Hence, it is crucial to concentrate on the current practical challenges facing the CBA event consumer market and further research the characteristics of event audience consumption behavior and the potential consumption patterns it might bring. This is to construct a cyclical benefit in the CBA league consumer market by offering intelligent solutions for building a market system for professional sports leagues with Chinese characteristics. The present study establishes a theoretical foundation and logical framework for the enhanced business development of the CBA league providing academic support for effective and targeted marketing. Concurrently, research findings with theoretical guidance significance for CBA league managers and operators result from exploring the marketing model creation of CBA league consumer behaviour which expands on an analysis of the league's present marketing state and the study of CBA league consumer behaviour. This contributes to the deepening of research on the CBA League industry.

2. Theory and Research Hypothesis

2.1. The Impact of Audience Perceived Quality

Quality assessment is how consumers judge the quality of products and services they purchase. In online and offline shopping markets, perceived quality is a crucial factor influencing consumer purchase decisions. Repurchase intention refers to a consumer's decision to buy from the same business on multiple occasions. A positive relational psychological contract is necessary for companies to retain such customers. Establishing this psychological contract between consumers and companies can strengthen consumers' positive perceptions of the company, reduce sensitivity to the transaction process and increase the decision-making level for repeat purchases. Consumers' perception of quality greatly influences the formation of this psychological contract between consumers and businesses. The story of engagement in service and perceived service quality significantly influence consumers' relational psychological contract. Consumers' psychological contracts can stimulate the development of their intention to repurchase. Some results suggest that consumers' perceptions of product and service quality positively affect their intention to repurchase. The positive impact of consumers' perceived quality on repurchase intentions. The study puts forth the following hypothesis:

H₁: The positive impact of audience-perceived quality on the intention to watch again is significant.

Trust from consumers is the perceived confidence in the reliability and integrity of transaction partners [1]. During consumption, consumers may be unable to interact directly with merchants, touch physical products promptly or encounter intangible services. Additionally, the separation of the flow of goods and funds sometimes means that consumers cannot receive immediate feedback on products or services upon payment. Perceived quality involves consumers subjectively assessing and judging the quality of products or services they experience. It is not the experience of consumers using products and enjoying services. It is subjective and relative [2] and can be influenced by factors such as consumers' shopping experiences and emotions. When consumers receive products or experience services, they not only perceive the quality of the merchant's service and products but also sense whether the merchant genuinely considers the consumers. Consumers also assess the accuracy of information about retailers or products collected through other channels to confirm the honesty and credibility of the merchant. Simultaneously, offering high-quality services satisfies consumers' need for care and demonstrates the merchant's commitment to provide excellent services to consumers. High-quality services make managing an organization more challenging but they also demonstrate the merchant's advanced capabilities in service management and operation which increases consumer trust in online merchants. Research on factors influencing consumer trust indicates that perceived quality positively influences consumer satisfaction and trust. Enhancing perceived quality boosts consumer satisfaction with the brand and elevates consumer trust [3]. The study posits the following hypothesis:

H₂: The significant positive impact of audience perceived quality on trust among the audience.

2.2. The Mediating Role of Audience Trust

The characteristics of trust, including asymmetry, openness and vulnerability can contribute to the formation of transactions between parties while also being a factor in the breakdown of such transactions. During the consumption process, consumers are unable to examine things, communicate with merchants directly or obtain goods or services after making a payment. These trust-related features nevertheless exist. Consumers have limited information during the consumption process and can only use this limited information to assess trust in merchants and products, thus reducing uncertainty in the consumption process. Extensive research by scholars reveals that consumers often have a solid inclination to transact with merchants they trust. It is also confirmed that trust substantially positively impacts the formation

of consumers' repurchase intentions playing a pivotal role in the process [4]. Various factors influence the repurchase intentions of consumers and trust can serve as an intermediary variable in its formation mechanism [5, 6]. The following hypothesis is put forward:

H₃: The positive impact of audience trust on the intention to attend future events is significant.

2.3. The Moderating Effect of Audience Experience

Consumers' past purchasing experiences will influence their future buying behavior [7]. Experiential marketing has a positive relationship between consumers' experiential feelings and their attitudes and behaviors [8]. There is an interfering effect of customer experience between identification with professional sports events and the intention to repurchase. The event's experiential process influences consumers' repurchase intentions [9]. We posit the following hypothesis based on analysis:

H₄: Audience experience facilitates the influence of audience perceived quality on the intention to watch again.

The research model in this study is depicted in Figure 1.

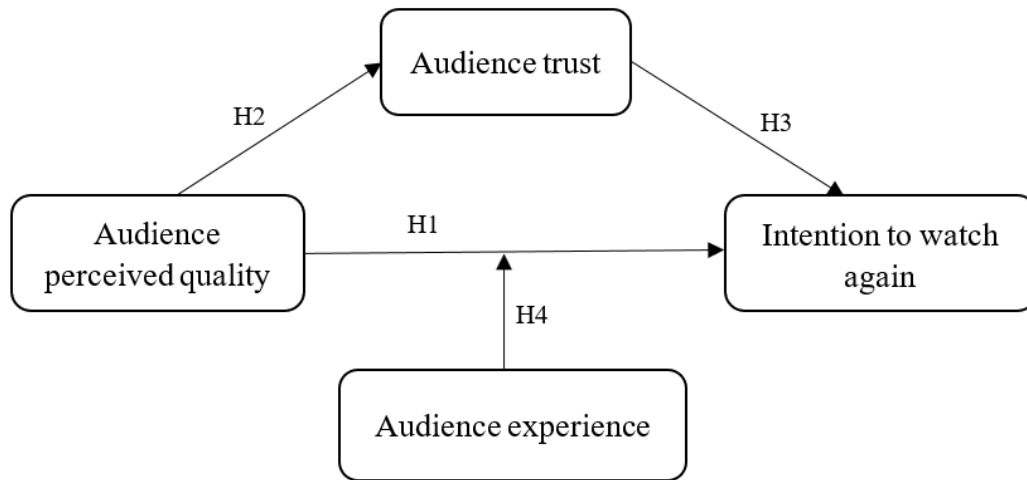


Figure 1. Research framework.

3. Research Methods

3.1. Participants and Procedure

This study will employ a questionnaire survey method targeting the consumer group of CBA events. On-site spectators will be used as the sampling subjects and a random survey will be conducted to ensure accurate research. In the sampling design, match rounds will be randomly selected followed by selecting a specific match within that round. Subsequently, the entry time for the match (up to one hour before the start) will be divided into 12 intervals with a random selection of a specific period. Finally, a questionnaire will be conducted on all entering spectators during that period. If the venue has multiple entrances, one entrance will be randomly selected for questionnaire distribution.

Ultimately, this study surveyed spectators during four different entry time intervals in four matches (selected from 14 rounds). A total of 633 questionnaires were distributed and 578 were collected resulting in a response rate of 91.31%. Questionnaires with excessive similarity in answers or contradictions in responses to reverse questions were deemed invalid. Consequently, 57 invalid questionnaires were removed leaving 521 valid questionnaires for analysis with an effective rate of 90.14%.

3.2. Measures

The variables in this study comprise audience perceived quality, audience trust, intention to attend again and audience experience. The scales used in the questionnaire were adapted by translating classical scales making adjustments while preserving the original meanings and employing a 5-point scoring system.

This study is based on Steenkamp's [10] definition of consumer perceived quality which is the consumer's subconscious analysis of factors related to product quality based on personal and situational factors and the subsequent evaluation or judgment is in a sense, a comparison of product quality and another product's value. According to the specific needs of this study, audience-perceived quality is defined as the audience's subconscious analysis, evaluation or judgment of factors related to the quality of products or services based on personal and situational factors. The measurement of audience perceived quality in this study was conducted using a single-dimensional 4-item scale with specific content such as "I believe the services and products provided by the event are of high quality."

This study is based on Hui, et al.'s [11] definition of consumer trust which is the confidence and belief that consumers have in a business based on their perception of the business's honesty, goodwill and capability. According to the specific needs of this study, audience trust is defined as the confidence and belief that the audience has in the event (and its related products or services) based on their perception of the event's honesty, goodwill and capability. This study measured audience trust using a single-dimensional 4-item scale with specific content such as "I believe the league is trustworthy."

Based on [Hellier, et al.'s \[12\]](#) definition of repeat purchase intention, this study refers to the level of customer willingness to continue purchasing the same product or service after the initial purchase following careful consideration. According to the specific needs of this study, the willingness to attend again is defined as the audience's willingness to continue experiencing the same product or service after the initial experience of event-related products or services, following careful consideration. The willingness to attend again in this study was measured using a single-dimensional 4-item scale with specific content such as "If needed, I am likely to experience it again at this venue."

Based on [Schmitt's \[8\]](#) definition of customer experience, this study refers to the individualized perceptions of customers in the marketing environment provided by businesses regarding products or services in terms of sensory, emotional, cognitive and behavioral aspects. According to the specific needs of this study, audience experience is defined as the personalized perceptions of the audience in the marketing environment provided by the event regarding products or services in terms of sensory, emotional, cognitive, and behavioral aspects. The measurement of audience experience in this study was conducted using the scale developed by [Schmitt \[8\]](#), a 5-dimensional 23-item scale with specific content such as "Attending the event live gives me a special sensory enjoyment."

Table 1 shows the findings from the validity and reliability assessments. It is clear that all of the measurement scales performed well and are deemed suitable for use.

Table 1.
Results of scale reliability and validity testing.

Variable	χ^2/df	RMSEA	SRMR	GFI	TLI	CFI	Cronbach α
Audience perceived quality	4.256	0.079	0.008	0.992	0.989	0.996	0.939
Audience trust	3.818	0.044	0.014	0.991	0.982	0.994	0.897
Intention to watch again	1.359	0.026	0.005	0.997	0.997	0.999	0.930
Audience experience	3.373	0.059	0.022	0.952	0.959	0.966	0.831

Note: RMSEA is the root mean square error of approximation; SRMR is the standardized residual mean root; GFI is the goodness-of-fit index; TLI is the Tucker-Lewis index and CFI is the comparative fit index.

4. Results

4.1. Description: Statistics and Correlation Analysis of Variables

Table 2 presents the descriptive statistics and correlation analysis of each variable. The results demonstrate a significant positive correlation among the study variables.

Table 2.
Descriptive statistics and correlation analysis of variables (N = 521).

Variable	M ± SD	Audience perceived quality	Audience trust	Intention to watch again	Audience experience
Audience perceived quality	4.165 ± 0.973	1			
Audience trust	3.808 ± 0.787	0.525***	1		
Intention to watch again	4.323 ± 0.917	0.455***	0.503***	1	
Audience experience	3.787 ± 0.822	0.353***	0.323***	0.474***	1

Note: ***p<0.001: A significant level;
All values are rounded to three decimal places as shown below.

4.2. Regression Analysis

Firstly, the overall effect of the model was tested. The detailed test results can be found in [Table 3](#). The data in model 1 shows that R is 0.509, R² is 0.259, the adjusted R² is 0.241, the R² change is 0.199, the F value is 14.796 (p<0.001) and the D-W (Durbin-Watson) value is 1.813 indicating the model's significance. Further examination for multicollinearity in the model reveals that all VIF (variance inflation factor) values are below 5 indicating the absence of collinearity issues and the D-W value is around 2 suggesting no autocorrelation in the model with any associated relationships among sample data indicating a good model. The predictive effect of audience perceived quality on the intention to watch again is significant ($\beta = 0.465$, $t = 11.670$, $p = 0.000 < 0.001$) and the bootstrap 95% confidence interval's upper and lower limits [0.364, 0.512] do not include 0 indicating a significant overall effect. Subsequently, the direct and indirect effects of the model were examined. Based on model 1, the mediating variable, audience trust was added to the regression model. The results in model 2 show that R is 0.590, R² is 0.348, the adjusted R² is 0.332, the R² change is 0.089, the F value is 20.847 (p<0.001) and the D-W value is 1.710 indicating the model's significance. Further examination for multicollinearity in the model reveals that all VIF values are below 5 indicating the absence of collinearity issues and the D-W value is around 2 suggesting no autocorrelation in the model with any associated relationships among sample data indicating a good model. The results show that when the mediating variable audience trust is added, the predictive effect of audience perceived quality on the intention to watch again remains significant ($\beta = 0.274$, $t = 6.249$, $p = 0.000 < 0.001$). The bootstrap 95% confidence interval's upper and lower limits [0.177, 0.344] do not include 0 indicating a significant direct effect. Thus, H1 is validated. Model 2 outcomes similarly demonstrate the significant predictive effect of the mediator variable, audience

trust on the willingness to watch again ($\beta = 0.364, t = 8.338, p = 0.000 < 0.001$). The 95% bootstrap confidence interval's upper and lower limits [0.324, 0.524] exclude 0 confirming the validation of H3.

Table 3.
Results of the regression analysis (1).

Outcome variable	M1			M2			M3		
	Intention to watch again						Audience trust		
	β	SE	t	β	SE	t	β	SE	t
Audience perceived quality	0.465	0.038	11.670***	0.274	0.041	6.249***	0.524	0.031	13.800***
Audience trust	-	-	-	0.364	0.051	8.338***	-	-	-
R^2	0.259			0.348			0.326		
adjR ²	0.241			0.332			0.310		
ΔR^2	0.199			0.089			0.253		
F	14.796***			20.847***			20.513***		
D-W	1.813			1.710			2.064		

Note: ***p<0.001: A significant level.

In model 3, the values are R = 0.571, R² = 0.326, adjusted R² = 0.310, R² change = 0.253, F value = 20.513 (p<0.001) and D-W value = 2.064 demonstrating the model's significance. A test for multicollinearity in the model shows that all VIF values are below 5 indicating an absence of collinearity issues. Moreover, the D-W value near 2 suggests no autocorrelation indicating a lack of correlation between sample data and a well-performing model. Additionally, the independent variable, audience perceived quality significantly predicts the mediator variable and audience trust ($\beta = 0.524, t = 13.800, p = 0.000 < 0.001$). The 95% bootstrap confidence interval's upper and lower limits [0.364, 0.484] do not include 0 confirming the validation of H2. In a nutshell, both H2 and H3 are validated indicating the significant indirect effect of audience trust and thus confirming the mediating effect. Based on the data above, it is evident that the hypotheses H1, H2 and H3 proposed in this study are all confirmed. Simultaneously, the results of the model's total, direct and indirect effects are presented in Table 4. The bootstrap 95% confidence intervals for the test results of each effect do not include 0 signifying the significance of each effect. The direct effect of audience-perceived quality on the willingness to watch again (0.274) constitutes 58.92% of the total effect (0.465). In comparison, the indirect effect (0.191) accounts for 41.08% of the total effect indicating that audience trust partially mediates the model.

Table 4.
Decomposition of indirect, direct and total effects.

Type of effect	Effect	Boot SE	Boot LLCI	Boot ULCI	Ratio
Totaleffect	0.465	0.037	0.356	0.501	-
Direct effect	0.274	0.041	0.168	0.328	58.92%
Indirect effect	0.191	0.027	0.131	0.237	41.08%

Note: Boot SE is bootstrap standard error; Boot LLCI is the least low confidence interval; ULCI is the upper least confidence interval and TLI is the Tucker-Lewis index.

After standardizing the variables, the examination of the moderating effect continues through regression analysis and the specific results are presented in Table 5. In model 5, R is 0.703, R² is 0.494, the adjusted R² is 0.484, the R² change is 0.003, the F value is 50.205 (p<0.05) and the D-W value is 1.793 indicating the model's significance. The model's multicollinearity test reveals that all VIF values are below 5 indicating an absence of collinearity issues. Furthermore, the D-W value near 2 suggests no autocorrelation indicating a lack of correlation between sample data and a well-performing model. The bootstrap 95% confidence interval for the interaction term between the moderating variable, audience experience and the independent variable, audience perceived quality, on the willingness to watch again with upper and lower limits [0.022, 0.121] does not include 0. The β value is 0.058 (t = 1.963, p = 0.041) indicating a significant moderating effect.

Table 5.
Results of regression analysis (2).

Outcome variable	M4			M5		
	Intention to watch again					
	β	SE	t	β	SE	t
Audience perceived quality	0.692	0.029	23.531***	0.704	0.030	23.484***
Audience experience	0.065	0.029	2.259*	0.051	0.029	1.732*
Interacting variables	-	-	-	0.058	0.031	1.963*
R^2	0.299			0.494		
adjR ²	0.282			0.484		
ΔR^2	0.239			0.003		
F	16.674***			50.205***		
D-W	1.717			1.793		

Note: *p<0.05, ***p<0.001: A significant level.

The differential moderating effects of audience experience are illustrated in Figure 2. Among participants with lower levels of audience experience (M-1SD), audience perceived quality significantly and positively predicts the willingness to watch again (simple slope = 0.324, $t = 7.993$, $p = 0.000$). On the other hand, among participants with higher levels of audience experience (M + 1SD) not only does audience perceived quality significantly and positively predict the willingness to watch again but the predictive effect becomes even more vital (simple slope = 0.464, $t = 9.784$, $p = 0.000$). This suggests that as audience experience increases, the impact of audience perceived quality on the willingness to watch again gradually intensifies indicating a positive moderating effect of audience experience. Therefore, hypothesis H4 is confirmed in this study.

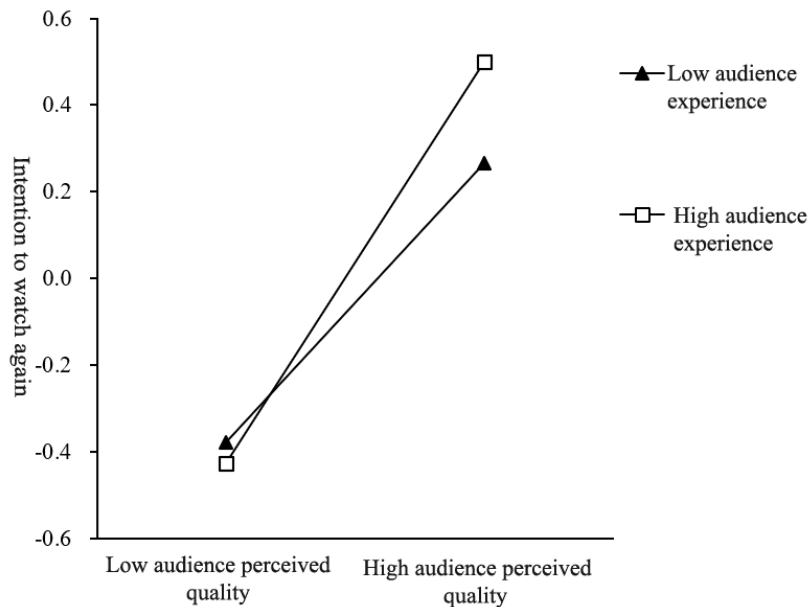


Figure 2. Moderation effect interaction plot.

5. Conclusion and Discussion

According to the hypotheses formulated in this study, four hypotheses were inferred and the data analysis in chapter 4 indicates that all four hypotheses are supported by the results confirming their validity. On the one hand, audience-perceived quality positively influences the willingness to watch again and positively affects audience trust. On the other hand, audience trust also positively influences their willingness to watch again. In other words, audience-perceived quality directly impacts the willingness to watch again and indirectly enhances it through increasing audience trust with the partial mediating role of audience trust. Moreover, audience experience plays a moderating role in the process where audience-perceived quality positively influences the willingness to watch again, intensifying its effect.

Audience perceived quality is a crucial factor influencing the audience's decision to attend live events again. While the research subjects may differ, our results corroborate the findings of previous scholars [13, 14]. Sustaining customers like these for the league requires establishing a solid relationship with them. Forming such a relationship necessitates emotional investment from both parties, thus fostering a long-term interactive relationship [15]. Developing a positive relationship between the audience and the league is advantageous for elevating the audience's decision-making level for further consumption and the audience significantly influences this perceived quality. Hence, enhancing the audience's perceived quality positively impacts the league. Various factors including the level of the game, team performance, stadium atmosphere and the overall viewing experience influence the audience's perception of the quality of the game. High-level games and a positive atmosphere can improve the audience's perceived quality increasing their willingness to attend again.

This study further validates previous research indicating that perceived quality positively influences consumer satisfaction and trust and enhancing perceived quality elevates consumer trust [3]. During the consumption process, audiences cannot directly engage with the event organizers. The primary consumption items are intangible experiences and services. In this highly intricate and dynamically changing environment, audiences face numerous risks and uncertainties because consumers' perceived quality is subjective and relative, it may not always reflect the experience after using a product or enjoying a service [2] making it prone to the influence of factors such as audiences' past experiences and emotions.

When audiences trust the event organizers, related services and products, they are more likely to experience overall satisfaction with the event. Satisfied audiences are also more likely to become loyal, willing to participate again and recommend the event to others contributing to sustained attention and support for the event. Consumers assess the accuracy of information about retailers or products gathered through other channels to confirm the honesty and credibility of businesses. Furthermore, businesses providing high-quality services create a sense of care and satisfaction among consumers and convey the businesses' commitment to delivering excellent service. It also signifies the businesses' advanced service operation and management capabilities strengthening consumer trust in online businesses despite the increased

management complexity associated with high-quality services. Consumers rely on this scarce information to evaluate trust in businesses and products reducing uncertainty in the consumption process with limited information available during consumption.

Previous research findings suggest that consumers frequently show a solid willingness to transact with businesses they trust and trust plays a significant positive role in forming consumer repurchase intentions [4]. However, it is essential to note that the characteristics of trust, including asymmetry, openness and vulnerability can contribute to establishing transactions between parties and the rupture of such transactions. The experiential feelings of consumers impact their attitudes and behaviors [8] and influence future purchase behavior [7]. In sports events, customers find themselves during live events and a favorable viewing experience can sustain prolonged customer attention to the club prompting them to attend live matches repeatedly.

5.1. Significance and Suggestions

Theoretically, in future research, it is crucial to consider a comprehensive assessment and exploration of the influencing factors related to the willingness to watch again by integrating various levels of factors. It is essential to consider the influences of micro, meso and macro-level factors while replicating real-world scenarios in research settings which is challenging. This approach can enhance the exploration of the mechanisms underlying the willingness to watch again and contribute to a more profound understanding of its overall context.

The success of a basketball league is not solely reliant on the team's performance; the audience's perceived quality is equally crucial. Future research can explore the differential responses of various audience groups to perceived quality and further investigate strategies for sports event organizers to enhance the audience experience. We aspire to offer more scientifically practical recommendations for the sustainable development of basketball leagues through a profound understanding of audience psychology.

Focusing on game level and audience experience: Findings suggest that the game level is a crucial factor influencing the audience's perceived quality. Audiences tend to give higher perceived quality evaluations to games with a high technical level and intensely entertaining competition. This implies that league organizers and team management must exert more effort to enhance the game level to attract audiences and strengthen their perceived quality. When audiences trust the event organizers, related services and products, they are more likely to find the overall event experience satisfying. Satisfied audiences are more likely to become loyal, willing to participate again and recommend the event to others generating sustained attention and support. A positive audience experience can enhance the event's appeal. Audiences who experience joy, excitement, satisfaction and other positive emotions during the game are likely to engage actively, purchase tickets for event-related products and even share their experiences on social media. This level of involvement contributes to the event building a substantial fan base and increasing its visibility.

Enhancing audience engagement, venue atmosphere and interactive experience: Results show that the level of competition is a crucial factor influencing the audience's perceived quality. Audiences tend to give higher perceived quality evaluations to games with a high technical level and intense, entertaining competition. This implies that league organizers and team management must put more effort into improving the game level to attract audiences and enhance their perceived quality. When audiences trust the event organizers, related services and products, they are more likely to find the overall event experience satisfying. Satisfied audiences are more likely to become loyal willing to participate again and recommend the event to others bringing sustained attention and support to the event. A positive audience experience can increase the attractiveness of the event. Audiences who experience joy, excitement, satisfaction and other positive emotions during the game are probable to engage actively, purchase tickets for event-related products and even share their experiences on social media. This level of involvement helps the event build a substantial fan base and increase its visibility.

Addressing individual differences, crafting marketing strategies: Further research could explore the varied responses to perceived quality among different audience groups. Individual differences such as age, gender and cultural background may lead to diverse perspectives on perceived quality. League organizers can tailor more specific strategies to enhance perceived quality by gaining a deeper understanding of the unique needs of different groups, thereby better satisfying the expectations of diverse audiences. Trust is paramount for the commercial success of sports events. The audience's trust in the organizers and their products and services directly influences the effectiveness of business collaborations, including ticket sales, sponsorship agreements and sales of peripheral products. Establishing trust aids in forming a stable audience base and providing reliable support for the event's business operations.

Prioritizing sustainable development: Enhancement of venue facilities and services and active cultivation of a positive game atmosphere through continuous improvement of the level of competition can attract a larger audience and enhance their perceived quality, thus ensuring the success and long-term sustainability of the league. The audience's trust in the event organizers and related services is closely linked to their sense of security during the event. Trust in aspects such as venue safety, transportation arrangements and food safety directly influences the audience's quality of experience. Audiences are willing to spend enjoyable moments in an environment where they feel safe and trusted. Events can establish long-term audience relationships ensuring future audiences' sustained attraction, increasing revenue sources and maintaining competitiveness by providing positive experiences.

5.2. Limitations and Future Research

Although this study has yielded some meaningful conclusions, there are still many shortcomings in the research process. Firstly, due to limitations in the conditions, there is an issue with the narrow range and limited number of samples

in the sample selection. Further examination is required to determine whether the results of the data analysis under these circumstances are sufficiently representative and applicable. Secondly, the study selected a minimal number of variables. Given the numerous factors in the actual environment influencing the audience's willingness to watch again, it is necessary to comprehensively study various aspects to test the causes of this willingness. Therefore, the conclusions of this study may be limited in practical applications and further research is needed to delve into other potential influencing factors. In future related research, the first consideration should be given to the selection range of samples, increasing the sample size and adopting sampling methods more suitable for research needs. Simultaneously, many factors influence various variables requiring further expansion of the research scope to explore potential influencing factors in the natural environment.

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