

Marketing Strategy of Group Purchase under Epidemic Situation

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Abstract: Under the current situation, the Infectious Diseases has been gradually controlled in China and other countries. However, due to the particularity of the Infectious Diseases, the virus is very easy to spread among people. Even in the face of this dilemma, people still need to purchase daily necessities. In each group buying activity, informal organizations have been formed. Once such an organization is formed, it will also produce various codes of conduct to restrict the members of informal organizations. For the new group buying community in the context of the epidemic situation, the focus of this article is what marketing strategies should be adopted by enterprises to achieve the desired results.

Keywords: Group Purchase; Marketing Strategy; Enterprises

1. Introduction

Under the Infectious Diseases , people still need to purchase daily necessities. In some respects residents living in the same community are similar. They may have the same work unit and the same housing demand. Informal organization refers to an open social organization that is based on emotions, interests, hobbies and needs, and connected to meet the different needs of individuals.It has no formal documents and is formed spontaneously. Informal organizations generally do not have a clear organizational structure or charter, and the core figures become natural leaders due to their personal prestige or influence. These key figures often become the head of the group buying team. They are directly responsible for the group buying target, external consultation, address and time information of other members in the group. They take emotion and harmonious relationship as the standard, and require their members to abide by common and unwritten rules of conduct. This article is what marketing strategies should be adopted by enterprises to achieve the desired results.

2. Characteristics of new group buying community organizations

2.1 Money is spent on the blade

The data shows that the consumption growth power of residents is seriously insufficient during the epidemic period, and necessities have become the priority choice for people to buy. When the supply of materials is insufficient, they will put forward the demand for group buying in informal organizations, which is mainly for daily necessities, accompanied by a small amount of fried chicken, cola and other hedonistic goods. Residents' consumption tends to be more rational, cut down on complexity and simplify their lives. Statistics show that during the Infectious Diseases, residents' willingness to consume epidemic prevention and cleaning, food, grain and oil, medicine and health care and other commodities has significantly increased, the consumption of insurance and financial products has further increased, and the willingness to consume clothing, shoes and bags, beauty salons, pet products, household appliances and other products has significantly decreased[1].

2.2 Reduced entertainment expenses

During the Infectious Diseases, people began to get used to reducing useless social activities and spending less on entertainment. The choice of entertainment and leisure is mainly video based leisure and entertainment activities. During the Infectious Diseases,

there was also a "house culture" in the common development with the "house economy". Due to the significant reduction of offline life, entertainment, social activities, commuting and other social activities, people's demand for fun in daily life continues to increase. At the same time, the online live broadcast platform has become an important way to satisfy consumers' interest pursuit.

2.3 The product is required to be safe and timely

With the in-depth study of Infectious Diseases by the medical department, it has been confirmed that the virus can be transmitted through the respiratory tract and contact, and the inevitable close contact of consumer behavior and the risk that goods may carry the virus have become the key factors for consumers to reduce unnecessary consumption. According to the survey, many communities were cross infected due to group purchase and distribution of materials during the Infectious Diseases, which increased the spread of the Infectious Diseases. Many news reports have reported that the vegetable materials were not distributed in time and were rotted and damaged.

2.4 The head of the regiment is required to have personal ability

Members of informal organizations have a series of requirements for the head of the delegation. Under the background of the epidemic, they can quickly have information channels to provide materials for the residents; Be able to pass on the details and prices of products to others in an orderly manner; Have the decision-making ability to decide whether to buy this batch of materials for everyone; Have the ability to resolve disputes. When there are disputes in the group buying group, resolve conflicts and disputes. The head of the delegation is the core figure and key of the group buying community, playing a decisive role in the informal organization. In the process of group purchase, information sharing and transparency become particularly important.

2.5 Require fair and reasonable distribution of benefits

Most residents are considerate of the head's hard work, and to a certain extent, they can accept the head's "hard money". However, it would be unreasonable to earn a high price difference as a middleman. Whether it is the head of a volunteer group who does not take commissions or the head of a group who wants to earn a share of hard work, they should allocate and mark the benefits so that everyone can rest assured. For the "breach" behavior in informal organizations, organizations have a relatively minor punishment mechanism. Some group leaders cheat money and run away, but consumers can only complain and vent in group chat, and there is no other way to recover economic losses. The identity of the head of the group buying should be identified to protect their own economic interests.

3. The enterprise's marketing strategy for such communities

3.1 Guarantee product supply and reflect social responsibility

During the epidemic, consumers most needed necessities, not other luxuries and value-added services. Enterprises should ensure stable prices during the epidemic, stabilize production and supply, highlight corporate social responsibility, and establish a good image. The information in the Internet era is spreading at an amazing speed all over the country. As an important object of providing consumer products for people, enterprises' relevant information is more concerned by people[2]. Therefore, with the help of the Internet, enterprises' information will become more authentic and transparent. Enterprises should seize the opportunity and grasp the scale when they are doing something to improve their own image.

3.2 Precision marketing and continuous anchor planting

At present, with the development of science and technology, cloud computing, big data, artificial intelligence and other technologies have also played a very important role in marketing, which will promote the continuous improvement and perfection of marketing technology to a certain extent. As an important part of enterprise marketing, marketing technology plays a very critical role in the marketing management process. Compared with traditional marketing, there is no way to truly understand the needs of customers. This is undoubtedly a high cost and low return marketing method. Therefore, enterprises can establish databases through cloud computing, big data, artificial intelligence and other methods to achieve precision marketing.

3.3 Ensure safety and timeliness

To ensure the safety of products, some businesses and logistics organizations have strengthened their attention to the safety of goods and distribution, and have spawned the "safe delivery" service. Make food safety traceable, and make consumers more confident. Fresh products focus on the safety of product packaging. At the same time, the contactless distribution of intelligent express cabinets is favored by more consumers, while the application of technologies such as unmanned express vehicles and unmanned aerial vehicles for delivery further reduces the contact between people in logistics distribution, which greatly promotes the extension of artificial intelligence to the field of civil express.

3.4 Marketing from the head of the delegation

The head of the delegation is the core figure of the informal organization of the group buying community, and it is particularly critical to gain the trust of the head of the delegation. On the premise that the quality and safety of products have been guaranteed, practical after-sales services can be provided to the head of the regiment; Professional explanation of product knowledge to members of the group; Conduct relationship marketing and other methods to the head of the delegation to turn the head of the delegation into a friend, rather than a customer, in order to achieve win-win results.

3.5 Mutual cooperation among enterprises

As a united big country, China has no enterprise that can be independent during the epidemic. In most cases, only when all enterprises work together to fight the epidemic can we achieve a win-win situation. In addition, the Infectious Diseases itself has its own particularity. If every enterprise or individual cannot form good cooperation, it is likely to pose a threat to the survival of enterprises. On the contrary, the mutual cooperation among enterprises can not only achieve the survival and development of enterprises, but also save costs, improve enterprise efficiency to a certain extent, promote the cooperation between enterprises and the development of each enterprise, and bring opportunities for the long-term sustainable development of enterprises.

4. Conclusion

In order to obtain the best marketing effect, realize the sustainable development of the enterprise and attract more consumers to buy their own products, enterprises must actively carry out marketing[3]. The short-term sales target and long-term strategic target can be achieved only by subdividing and positioning the target audience, carefully analyzing the behavior of the target audience consumers, and adopting what marketing strategies. In the context of the Infectious Diseases, enterprises have to continue their marketing activities. Their tasks are more diversified and they need to coordinate various forces. The group buying community has formed a new type of informal organization with its own characteristics. How to conduct marketing for this community is a problem that enterprises have to face and think about. This paper analyzes some social situations and puts forward suggestions.

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