

Research on the Influence Mechanism of the Sales Activities of Merchants Based on the Perspective of SOR Model — Taking Fengjie Area of Chongqing as an Example

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Abstract: In recent years, with the continuous launch and development of online shopping related businesses such as online payment, shopping search, integrity service and so on, the takeout market of online ordering and delivery to home has maintained a rapid growth trend, which also affects the purchase willingness of consumers to a certain extent. By studying the service quality evaluation system and internal mechanism of takeout merchants, the problems in the production and distribution service of consumers can be improved to a certain extent, and the repurchase intention can be improved, so as to develop new sales means of takeout platform, increase the market income of takeout merchants, and increase the stickiness of takeout consumers.

Keywords: Takeout Industry; Consumer; SOR Model; Purchase Intention

1. Background

In the current social environment, the pressure from all aspects leads to the young people or "lying inside roll" or "lying flat", and the life skills are gradually degraded. The breeding of "house" culture leads to the growing prosperity of the takeout industry and the birth of new business opportunities. Along with the business opportunities is the game between merchants in the takeout market, which is a contest between sales technology and operation ability. Through my research, I want to explore the takeout industry from the perspective of consumers, and help and guide merchants to carry out reasonable sales activities.

2. Research objectives

Analyze the impact of the current user emotional experience on the economy of A takeout platform.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted marketing strategies to provide reference for the takeout merchants of a platform in how to carry out sales activities correctly under the influence of consumers' emotional experience.

3. Range of study

3.1 Significance and value

This paper focus on selling sales activities and SOR model as the basis, explore A platform environment take-out service quality evaluation index through internal mechanism for customers to buy the store product will influence again, the paper will sell sales activities through consumer sentiment and perception of service quality to the influence of the platform to purchase the study, to a

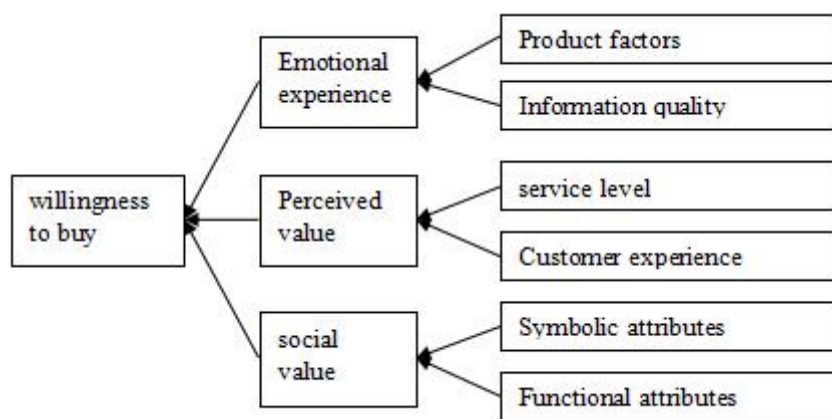
delivery platform and SOR theory content.

In the past two years, especially since the COVID-19 outbreak, food delivery platforms have generated considerable revenues in various cities in China. In the face of the increase of young people and the rise of residential culture, takeout, as an emerging service industry, has not its own distribution system and relies on the recruitment of social people as riders. The platform correctly weighs the constraints among consumers, businesses and business riders. Only by providing merchants and riders on A delivery platform with better food delivery services and eliminating the hidden danger of food safety and food loss, can they support the high-quality and rapid development of the platform for consumers. This paper takes consumer sentiment and perceived service quality as intermediate process variables and selects reasonable measures and suggestions. The research results can provide corresponding support for the practical application of sales activities in A takeout platform, and at the same time can provide ideas for the cooperative decision-making between A takeout platform and the major riders, and cultivate the user habits of consumers, which is also the practical significance of this paper.

3.2 Regional demographic characteristics of the study

Based on the area limited by the research topic, the researchers strictly limited the scope of the study. Distribution over the sample region. The researchers limited the scope of sample collection to within Fengjie County, Chongqing City, China according to the perspective of their own research ability and scope.

4. The conceptual framework of the study



5. Theoretical principle

Yang Pei (2014), based on the SOR model, established a three-stage construction model of website marketing factor, consumer emotional experience and behavioral intention. Gao Peng (2021) uses the three logistics service quality factors of operation quality, service level and customer experience as external stimulus factors to stimulate the dual psychological activities of consumers' emotions and the perception of service quality, and generate the reaction of the willingness to buy fresh agricultural products again. It proves that the perceived quality of service affects consumers' willingness to buy.

Du Yanqing (2020) takes the functional and symbolic attributes of products as the independent variable; the perceived emotional value, social value and perceived risk of consumers as the intermediary variable; and the consumers' purchase intention as the dependent variable. The quality of the products and the online service quality have a significant positive impact on the perceived functional value and emotional value, and have a significant negative impact on the perceived cost.

6. Correlation studies

Mentzer (1989) and other scholars divided the logistics service into two elements, and put forward the three dimensions of the logistics entity distribution service. Li Wen et al. (2020) obtained consumer data through questionnaires, and analyzed that six factors,

including logistics distribution, product quality and after-sales service, would have an impact on consumers' purchase of fresh products in the environment. Karmarkar (2001) From the perspective of consumer perceived cost and benefit, empirical research shows that the higher consumers perceive the profit of the product, the less the cost required to obtain the product, the stronger their willingness to purchase. BISWAS (2001) believes that consumers will change the previous personal expected price according to the external reference price. By comparing the original price with the expected price, and then comparing with the current price, there will produce perceived savings and purchase benefits, and then the purchase intention.

Conclusion

Communication, flexibility and consumer experience will positively affect consumers' emotions of external selling and delivery services, while timeliness and reliability will not affect customers' emotions. This may be because the timeliness and packaging of platform A delivery services have been basically finalized, and customers will not fluctuate too much in these two items. And communicate with the rider or merchants, take-away delivery process problems, especially to buy finished cooked food products customers with the rider or business communication is mostly foreign sell have certain doubt situation, communicate with the rider or merchants will directly affect customer mood, for take-out after-sales service platform also affects the mood of consumers.

Timeliness and consumer experience will positively affect customers' perceived service quality, while reliability, communication and flexibility will not affect customers' perceived service quality. Existing take-away product packaging technology is good, the chance of damage, leakage is smaller, reality may be with the rider, platform communication, customers are easy to ignore the delivery link reliability, communication, flexibility of perceived service quality, but the timeliness of delivery, experience can affect consumers sell product distribution service perception of the service, A platform many emerging businesses are in its infancy, consumers for delivery product delivery service timeliness and its previous purchase experience, online comments perception service more seriously.

Consumers' positive mood for delivery service will positively affect customers' willingness to buy a meal of a merchant again, and consumers' perception of service quality for platform delivery will also positively affect customers' willingness to buy a restaurant again. The quality of rider delivery service stimulates consumers' emotions and perceived service quality, thus affecting consumers' willingness to buy food from a merchant again on the platform. The high positive mood and perceived service quality will improve customers' willingness to choose takeout delivery again on the platform.

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