

Research on the Influence Mechanism of Urban Residents' Group Buying Participation Willingness in the Post-Epidemic Era—Taking Wuhan Residents as an Example

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Abstract: In the first half of 2020, due to the needs of epidemic prevention and control, residents' living consumption has shifted to online solution, and community group buying has achieved a blowout development, and it has played a role in ensuring people's livelihood in a special period. Today after the outbreak of the era, the outbreak of capricious, the community group-buying again highlight value, not only cultivate the consumer online purchasing necessities consumption habits, along with the acceleration of the industry integration, also attracted more entrepreneurs and Internet giants, expanding the market scale, its development prospects to be reckoned with.

Keywords: Community Group Purchase; Willingness to Participate; SOR Model; UTAUT Model; SPSS data analysis

1. Background

In 2020, affected by the new crown outbreak, most village closed-end management, due to the lack of supplies, limited capacity, community residents generally face problems such as "buy food", in this environment, the emergence of the community group not only meet the residents daily needs, its no contact distribution also brings residents a high degree of security, thus soon become the best choice of residents shopping. With the regular prevention and control of the epidemic in the past two years, offline stores have decreased successively, and people have gradually relied on Internet shopping. Supermarkets and convenience stores have also joined the ranks of community group buying platforms, and adopted the business model of deep integration of online and offline to expand their own business through all channels, so as to meet the needs of more customers.

2. Research objectives

Analyze the economic impact of residents' willingness to participate in group buying in the post-epidemic period.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, the importance of each factor is compared, so as to formulate the platform operation mode and business operation strategy accordingly, so as to provide reference opinions for optimizing the community group buying mode, helping the Internet platform to expand its customer base, and realizing sustainable development.

3. Study scope

3.1 Meaning and Value

Theory, this study through the study of previous related fields and combing for reference, on the basis of literature research and

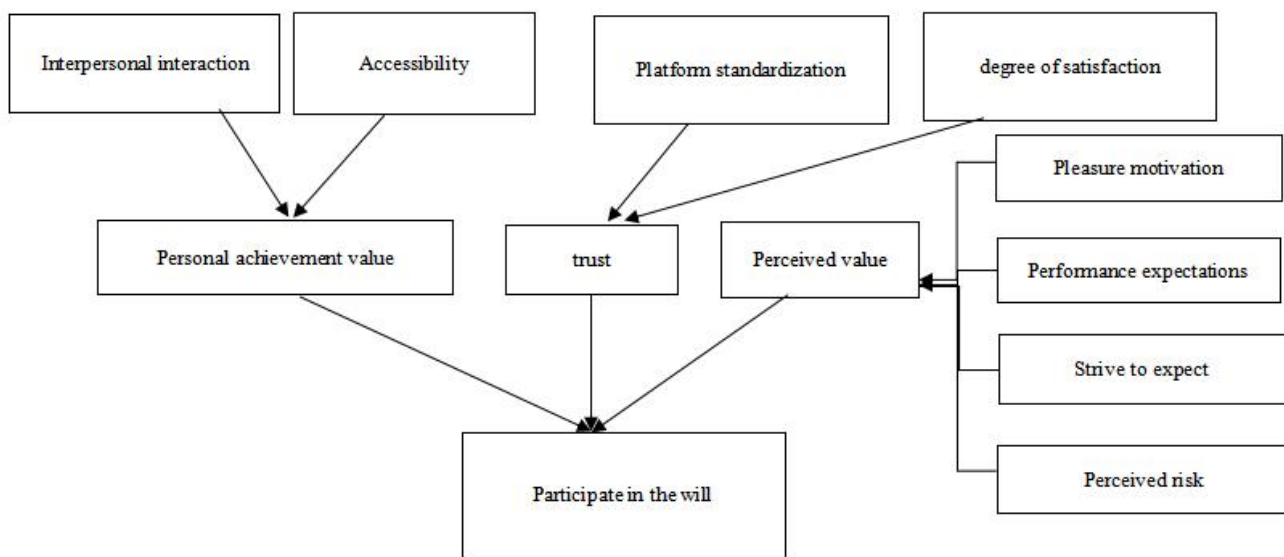
field investigation method, from the perspective of U TAUT model, established a can fully explain residents participation will intrinsic mechanism model, not only enrich the residents community group purchase participation will of related research, also expand the research direction of related fields.

Actual value, this study by comparing residents community group participation will in the process of influencing factors, has been clear about the motivation of the residents to participate in community group, to optimize the group model, help the Internet platform fully understand consumer demand, attract more customer participation and share, the considerable benefits and sustainable development has certain practical significance and value.

3.2 Regional demographic characteristics of the study

Based on the regional characteristics limited in this paper, the scope of its research is strictly limited. According to the environment and social resources of the researchers themselves, the scope of sample collection is limited to all districts and county-level cities in Wuhan city, Hubei Province.

4. The conceptual framework of the study



5. Theoretical basis

Zhang Yifan (2018) shows a significant positive impact on the value of users' personal achievement and their willingness to participate; the participation and interpersonal interaction of Internet public welfare have a significant positive impact on the value of users' personal achievement. Venkatesh In 2012, et al. added new variables such as value price, hedonistic motivation and habit to the original model, thus putting forward a theoretical model more suitable for the field of consumer information technology acceptance behavior, namely, the integration of technology acceptance and use expansion theory (U TAUT2). From the perspective of Xia Lihong (2021), U TAUT2 and VAM theory have introduced the variables of "perceived value" and "perceived risk" into her model, so as to explore the influencing factors of consumers' willingness to adopt on community group buying platforms. Niu Chaoge (2022) has empirically shown that the participation experience in the four dimensions of perceived value has an impact on the farmer's willingness to participate; the correlation between perceived value and participation willingness is greater than that of other participation experience and participation willingness. Wang Guanghui (2020), from the perspective of the Internet charity characteristics, divides trust into participation, interactivity and platform standardization. Chen Xing (2019) showed through empirical research that user satisfaction has a positive impact on community trust.

6. Related studies

The concept of "will" comes from psychology, which refers to the individual's views or thoughts on things, including cognition, emotion and behavioral intention, resulting in individual subjective thinking. Through the discussion of past scholars on the concept of participation willingness, it is found that the willingness to participate refers to the behavior of individuals to participate in a certain activity or thing under the influence of their willingness, reflecting the subjective psychological thoughts of individual participation of a certain thing or behavior or the internal motivation and will generated therefrom. In the face of the same object or thing, the difference in the individual's own conditions and preferences may make it have different views, thus affecting the individual's willingness to participate and behavior.

7. Conclusion

In the post-epidemic era, with the rise of many community group buying platforms, many Internet giants have entered the community group buying industry through financing. The community group-buying brand between some disorderly competition, but due to the national regulation, tighter policy regulation, some weak funds, poorly managed enterprises is cleared out, market concentration to improve, the savage growth of community group industry in China, the industry also to the direction of more orderly and more high quality development. It can be seen that community group-buying in the post-epidemic period is still a new research direction, and there are few related studies at home and abroad. Its research direction is mostly limited to the discussion of the operation mode of community group-buying, marketing strategy, industry development status and countermeasures. Therefore, this study is based on the consumer perspective, explore the influence factors of residents community group participation will, to some extent, the rise of the community group without the participation of residents, and residents of personal achievement value and perceived value and trust are plays an important role, participation will also is the key to promote the development of the Internet platform economy. This paper is based on the existing theoretical basis of past scholars, combined with SOR model, technology acceptance and use of integration model, quantitative influence resident community group participation indicators, and the influence of influence factors divided into three categories: personal achievement value, trust, perceived value, and on the basis of the main influencing factors are subdivided again, respectively, the factors for further research, and verify the proposed hypothesis. According to the statistical analysis results, comparing the importance of various factors, in order to help all kinds of community group buying platforms to optimize the operation mode, expand the customer base and put forward directional strategies and theoretical support, so as to promote the healthy growth of the community group buying industry and realize its sustainable development.

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