



**THE INFLUENCE OF MARKETING STRATEGY ON
CUSTOMER SATISFACTION
–A CASE STUDY OF DUODUO MAICAI COMMUNITY
GROUP BUYING PLATFORM**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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Title: The Influence of Marketing Strategy on Customer Satisfaction
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ABSTRACT

With the development of China's economy, community group buying has appeared in people's daily lives. It is mainly through online platforms that directly connect merchants and consumers. Consumers choose goods by themselves, and then the merchants accept the orders and deliver them to the nearest pick-up point for consumers. Finally, consumers go to the pick-up point to pick up the goods and give feedback. Duoduo Maicai, as one of the main platforms for community group buying, is becoming more and more popular. This study aimed to study the influence of marketing strategy on customer satisfaction with Duoduo Maicai platform. The objectives of this study were: 1) To analyze the factors that affect customer satisfaction with Duoduo Maicai platform based on the 4Ps model; 2) To propose recommendations to Duoduo Maicai in order to enhance the customer satisfaction.

This study adopted the qualitative research method. Through the interview method, 20 questions were set in four dimensions based on the 4Ps model, and 25 users were interviewed to draw relevant conclusions. This study found that: 1) Factors that affect customer satisfaction with Duoduo Maicai include product quality, product packaging, negotiation with third parties, product diversity, reasonable price, distribution, storage, transportation conditions, and promotion activities; 2) Improving Duoduo Maicai's customer satisfaction mainly involves four aspects: Firstly, enhance product quality based on community group-buying process. Secondly, reasonable pricing can be established to enhance the cost-effectiveness of products. Thirdly, reasonable distribution, transportation, and storage can be carried out to improve the coverage of

self pickup points, enhance the timeliness of logistics information updates, and improve the flexibility of delivery time. The fourth aspect is promotion, which includes improving promotional activities and enhancing the diversity of promotional activities.

Keywords: community group buying, Duoduo Maicai platform, customer satisfaction

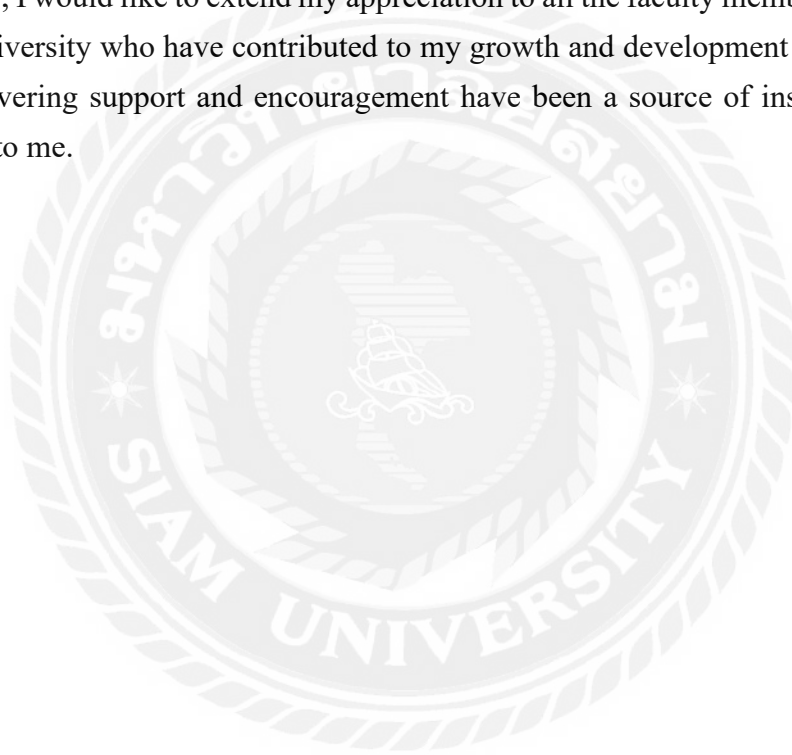


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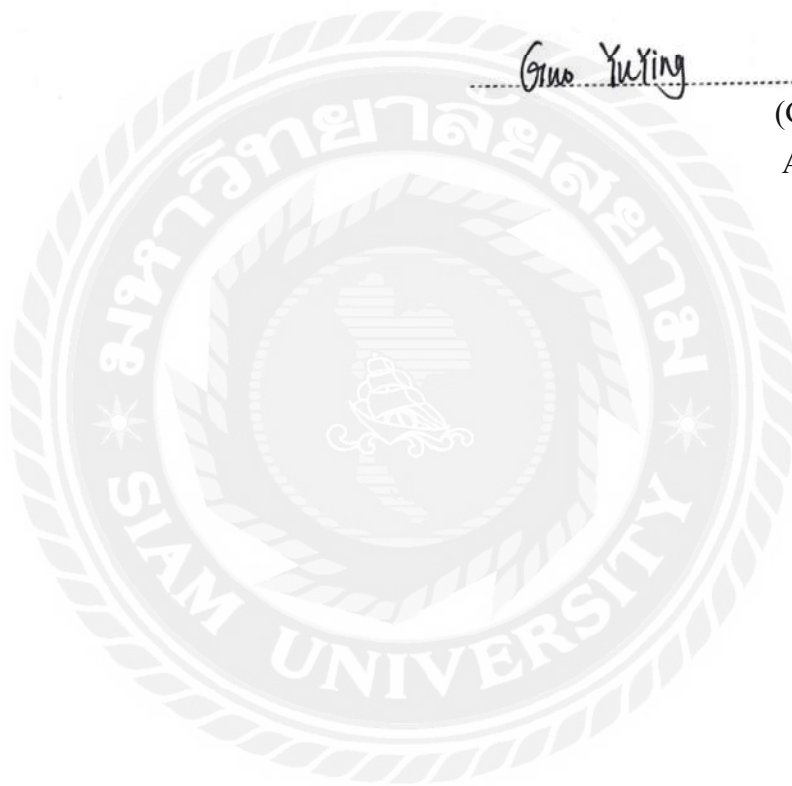
Declaration

I, Guoyuying, hereby certify that the work embodied in this independent study entitled “The Influence of Marketing Strategy on Customer Satisfaction–A Case Study of Duoduo Maicai Community Group Buying Platform ” is result of original research and has not been submitted for a higher degree to any other university or institution.

Guo Yuying

(Guo Yuying)

AUG 9,2024



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Chapter 1 Introduction

1.1 Background of the Study

With the rapid development of China's economy and the steady increase of national income, people's quality of life has been improved. The way people buy vegetables has gradually changed from the traditional way of shopping in the market to using communication equipment to place orders for their own meat and vegetables, realizing the convenient need to go downstairs to pick up their own vegetables. As a new Internet economic model, community group buying has shown different development trends on many platforms, vastly changing the way consumers shop. To promote the development of the community group buying industry, China has issued a series of industry policies (see Table 1.1). In addition, various provinces and cities in China have actively responded to national policy planning and made specific plans for the development of community group-buying industries in each province and city, supporting the stable development of local community group-buying industries. For example, the "Implementation Plan for the Ningxia Hui Autonomous Region Consumer Demand Promotion Year" released by the Ningxia Hui Autonomous Region proposes to deepen the coordinated development of e-commerce and express logistics, promote the development of contactless services, instant retail, community group buying, etc., and enhance the precision service capabilities of end of pipe delivery. (Research Report Network, 2024)

With the development of China's Internet industry, the number of Internet users in China has exceeded 1 billion. The Internet has penetrated all parts of China, whether in rural or urban areas. The Internet penetration rate has increased year by year. By October 2021, this figure will reach an astonishing 72% (Qi & Qiang, 2021). The 2021 (Part 1) China Fresh E-commerce Market Data Report mentioned that the transaction volume of fresh e-commerce in the first half of 2021 was about 236.21 billion yuan, and it is expected to reach 465.81 billion yuan by the end of the year, a year-on-year increase of 27.92%. (NetEase, 2021). Thus, community group buying has gradually developed into a new consumption hotspot in China. Since 2015, Chinese community group buying has rapidly developed under the promotion of the WeChat ecosystem and mobile payment. By 2018, with the development and functional optimization of WeChat mini programs, community group buying has ushered in a commercial boom. According to the intuitive data organized in Chart 2, it can be seen that despite the capital outflow in the second half of 2019, the market size of community group buying still reached 34 billion yuan for the whole year. At the beginning of 2020,

the outbreak of the domestic epidemic gave rise to the demand for community group buying, and various platforms rapidly expanded. Community group buying once again became a hot topic, with a market size of about 72 billion yuan in 2020, doubling in 2019.

Release time	Publishing Department	Policy Name	primary coverage
March 2020	Office of the Ministry of Commerce, Office of the National Development and Reform Commission, Office of the National Health Commission	Notice on Supporting Commercial and Trade Circulation Enterprises to Resume Operations	Encourage eligible enterprises to develop online products, expand online sales, and adopt new development models such as "community group buying"+"centralized delivery", central kitchen+offline delivery, contactless delivery, "catering+retail" for operation.
July 2020	National Development and Reform Commission, Cyberspace Administration of China and other departments	Opinions on Supporting the Healthy Development of New Business Forms and Models, Activating the Consumer Market, and Promoting the Expansion of Employment	Encourage the intelligent upgrading of products and business model innovation in areas such as shared travel, catering outsourcing, group buying, online drug purchasing, shared accommodation, cultural tourism, etc., develop new ways of life consumption, and cultivate high-end online brands.
August 2020	Human Resources and Social Security Bureau, National Development and Reform Commission,	Opinions on Doing a Good Job in Employment and Entrepreneurship of Current Migrant Workers	Cultivate new driving forces for economic development, accelerate the construction of new infrastructure such as information networks, promote the development of new formats such as shared travel and community group buying, support the development of e-

	and 15 other departments		commerce in agriculture and forestry production, promote production and sales docking, and expand new areas of employment for migrant workers.
January 2021	12 departments including the Ministry of Commerce	Opinions of the Ministry of Commerce and 12 other departments on promoting the construction of a 15 minute convenient living circle in cities	Strengthen regulation and supervision, safeguard public interests and social stability, urge platform enterprises to assume responsibilities such as product quality and food safety assurance, implement the "nine prohibitions" regulations for community group buying, and maintain a fair competition market environment both online and offline.

Table 1.1 Chinese Government Policy
Data source: Compiled by Guanyan Tianxia

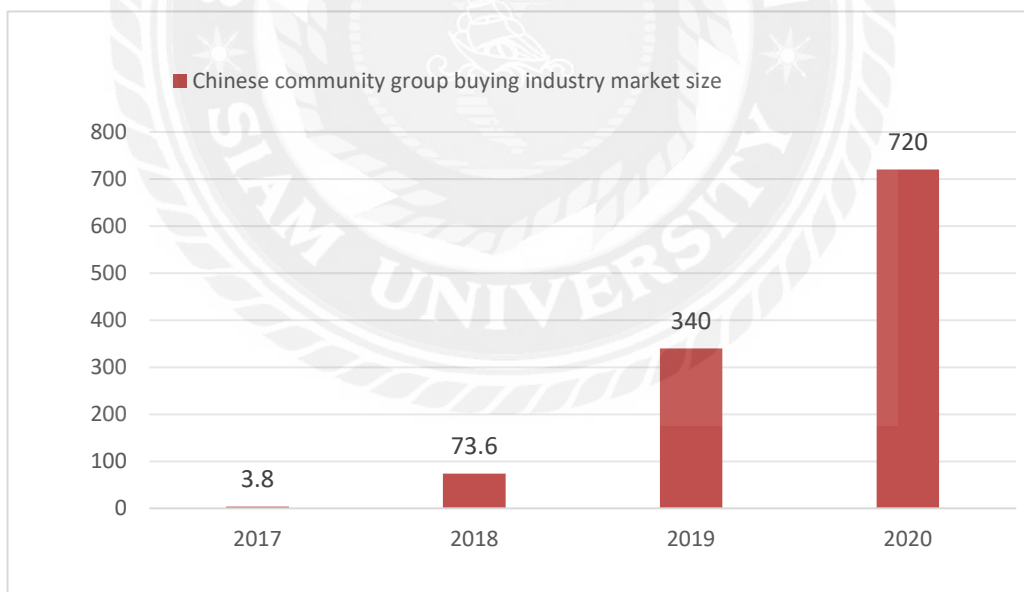


Figure 1.1: Community Scale of China's Community Group Buying Industry
Unit: 100 million yuan

At present, Duoduo Maicai has occupied a considerable market share in the community group buying environment. Official data shows that as of the end of September 2020, "Duoduo Maicai" has launched 3500 agricultural products from 1000 high-quality production areas nationwide and 150 high-quality production areas worldwide. During the two-month trial operation, we received support from consumers in 31 cities across 13 provinces (He, 2020). Compared to other community group buying platforms such as Meituan and Duoduo Maicai, in 2021, Meituan Youxuan's GMV reached 120 billion yuan, higher than Duoduo Maicai's 88 billion yuan. However, Duoduo Maicai began to surpass Meituan Youxuan's order volume in September of the same year. By the second quarter of 2022, Duoduo Maicai will surpass Meituan Youxuan with a market share of 45%, becoming the industry leader (Social New Retail Observation, 2024).

Although community group buying has made significant progress in recent years, the fierce competition in the industry has still led to the emergence of some problems. Some community group buying platforms do not strictly review the qualifications of suppliers, resulting in uneven product quality. In addition, the after-sales service system is not sound, and users are unable to solve problems in a timely manner, resulting in a decrease in user satisfaction (Liu, 2022). Product quality has always been the most important thing to pay special attention to on community group buying platforms, especially in fresh food. Poor quality food and meat products can cause consumers to vomit or even get poisoned after eating, seriously affecting customer satisfaction. In community group buying, there is a high demand for fresh produce, and the most significant commercial disadvantage of vegetables and other fresh produce is the high loss and difficulty in controlling quality. Platform enterprises can improve product quality and promote sustainable development of the industry by adding supply chain supervision personnel (Yan & Yang, 2020), connecting with local vegetable farmers to select reliable suppliers, verifying whether the self-pickup points meet the requirements, and setting up a responsibility assessment system for staff such as team leaders (Xu, 2021). The community group buying market is fiercely competitive, and major platforms are constantly using low-price competition to disrupt market order. Users perceive that price increases lead to inconsistent product and service quality, resulting in dissatisfaction and a lack of sustained use intention. Moreover, for users with high price sensitivity, perceived price increases may lead to more significant product quality inconsistencies but will not result in greater service quality inconsistencies. (Liu et al., 2023) Duoduo Maicai platform mainly sells fresh frozen products, vegetables, meat, and various daily necessities,

among which fresh frozen products have higher requirements for transportation Place and storage environments. Especially for high-frequency and essential fresh produce, offline Place generally have limited varieties, long inventory holding times, and generally poor product quality. However, traditional fresh e-commerce, despite having a variety of products, has longer delivery times and higher prices. Secondly, because group buying increases the sales profit margin of a single purchase and delivery, community group buying merchants have sufficient motivation to shorten the delivery time from traditional e-commerce's three to five days to the next day (Chu, 2021). Reasonable promotional activities and methods can better attract new and old consumers and increase sales. Whether it is innovative promotional plans or promotional activities, they can increase user activity. Through regular promotional activities, user experience and loyalty can be enhanced, ultimately effectively improving customer satisfaction.

Based on the above research background, this study believes that improving market strategy can enhance the customer satisfaction of Duoduo Maicai customers. This study surveyed 25 users and analyzed the interview results through specific questions to identify the factors that affect customer satisfaction with Duoduo Maicai. The study also analyzed the impact of market strategy on customer satisfaction with Duoduo Maicai.

1.2 Problems of the Study

From the perspective of the current economic development, the popularity of community group buying is gradually increasing, and more and more people are willing to try the convenience, speed, and cost-effectiveness brought by community group buying. As more and more people use and try it out, the competition of community group buying platforms will become increasingly fierce. This will lead to the use of unfair competition methods to compete for customer numbers, which will directly affect the platform's customer satisfaction. Customer satisfaction is related to the survival of enterprises, especially for C2M channel enterprises such as community group buying, where customer satisfaction is paramount. Therefore, how to improve customer satisfaction has become the main problem faced by community group buying platforms today.

For the Duoduo Maicai platform, which went public only in August 2020, its competitors include Meituan Maicai, an online food shopping platform created by Meituan that mainly provides fresh ingredients and daily necessities and also adopts a community group buying model. JD Home, a fresh and daily delivery platform under

JD, provides fresh vegetables, fruits, meat and other food through community group buying and instant delivery services. Taobao Special Edition, formerly known as Taobao Rural Edition, is an online shopping platform under Alibaba that focuses on providing discounted food and daily necessities for rural areas and lower-tier cities. Kwai group buying, the community group buying service launched by Kwai, attracts users to participate in group buying activities through the social function of the Kwai platform. These competitors, similar to Duoduo Maicai, are providing consumers with convenient and discounted shopping experiences through community group buying. Therefore, Duoduo Maicai must compete reasonably to enhance customer satisfaction. Based on this, this study proposes the following two research questions: 1) What are the factors that affect customer satisfaction with the Duoduo Maicai platform based on the 4Ps model? 2) What is the recommendation for Duoduo Maicai platform ?

1.3 Objectives of the Study

Based on the above research questions, the main objectives of this study are twofold:

- 1) To analyze the factors that affect customer satisfaction with the Duoduo Maicai platform based on the 4Ps model.
- 2) To propose recommendation to Duoduo Maicai in order to enhance customer satisfaction.

1.4 Scope of the Study

The scope of this study mainly focuses on how market strategy affects customer satisfaction with the Duoduo Maicai platform, taking Duoduo Maicai as the research subject. The research data were collected by interviewing, by analyzing the research findings and results of domestic and foreign scholars and relevant policy documents on community group buying in China. Four aspects of the interview questions were determined: products, prices, place and promotions. After that, through interviews, the current status of the satisfaction of 25 interviewees with Duoduo Maicai was summarized and the influencing factors were obtained. Finally, relevant suggestions were made for Duoduo Maicai to enhance customer satisfaction.

1.5 Significance of the Study

This study can help the DuoduoMaiCai platform understand the factors that affect platform customer satisfaction and thus formulate targeted market strategies. These strategies can enhance customer satisfaction, and analyzing customer

satisfaction can help Duoduo Maicai platform understand its position and competitive advantages in the market, compare the performance of peers and competitors, discover its strengths and room for improvement, and help Duoduo Maicai platform establish more effective customer relationship management strategies, including customer communication, complaint handling, customer feedback collection, etc., thereby enhancing customer satisfaction. Customer satisfaction research is an essential topic in the fields of marketing and consumer behaviour. For the development of community group buying platforms, an in-depth study of customer satisfaction cases on the Duoduocai platform can also provide a reference for other platforms and promote platform development.

Community group buying allows consumers to enjoy more favourable prices than traditional retail through centralized procurement and group buying models in the community. Secondly, initiated and managed by organizers or platforms within the community, products are directly delivered to the community or community, saving consumers time and energy and providing a more convenient shopping experience. Community group buying has brought many benefits to consumers and communities through price discounts, convenience, rich choices, quality assurance, community connections, environmental protection and energy conservation, and it has become one of the most popular shopping modes in modern life.

In recent years, as of early 2019, the number of mainstream community group buying platforms has exceeded 150, including e-commerce giants such as Alibaba, Tencent, Suning, JD.com, and Meituan. The number of local community group buying platforms is even more numerous, and the spatial diversity, industry attractiveness, and fierce competition of the community group buying platform market are significant. (Pei et al., 2021). Therefore, this study explores how the Duoduo Maicai platform can engage in reasonable competition, improve customer satisfaction, and make reasonable plans for the healthy development and future of community group buying, jointly promoting the steady development of the new economic model of community group buying.

1.6 Limitations of the Study

Due to the constantly changing and innovative new media environment in which community group buying operates, its impact on development is multifaceted and complex. The scope and depth of this study may not be comprehensive and systematic enough. The development of community group buying involves multiple levels, each with different sub-areas and issues. To conduct a comprehensive and systematic

analysis of these areas and issues, a large amount of data and case studies are needed, as well as interdisciplinary knowledge and perspectives. If the scope and depth of the research are not sufficient, it may lead to inaccurate and persuasive conclusions.

Secondly, the timeliness and foresight of the research may not be strong enough. The development of community group buying is also a dynamic process, and new technologies, models, and problems may arise at any moment. Suppose the research is only based on past and present data and phenomena, without predicting and responding to future trends and challenges. In that case, it may lose its timeliness and foresight and cannot provide practical reference and guidance for the planning and decision-making of community group buying development.

Furthermore, the development of community group buying is not only a theoretical issue but also a practical issue involving the interests and behaviours of multiple entities such as platforms, operators, consumers, etc. If the research only stays at the level of describing or analyzing a part of it, without proposing specific suggestions and countermeasures, or if the proposed suggestions and countermeasures are not practical and do not meet the needs and expectations of all parties, it may reduce the practicality and operability of the research, making it difficult to implement and implement in practice effectively.

Chapter 2 Literature Review

2.1 Introduction

The main contents of this chapter include the literature review which summarizes the research of domestic and foreign scholars, explores the research gaps between scholars, explains relevant concepts, and finally proposes a relevant conceptual model.

2.2 Research of Foreign Scholars

In recent years, research on improving consumer satisfaction has become increasingly in-depth, with a focus on the opportunities and challenges brought about by consumer satisfaction. Foreign scholars' research on improving customer satisfaction can be traced back to the 1960s, during the golden period of economic development after World War II. The competitive environment in the enterprise market became increasingly fierce, and many entrepreneurs' business concepts also changed accordingly, gradually approaching problems from the perspective of customers (Jiang, 2023). The concept of customer satisfaction was first proposed by Richard L. Cardozo in 1965. He explored the concept of customer satisfaction in his paper "An Experimental Study of Customer Effort, Expectation, and Satisfaction" (Cardozo, 1965), mainly how their expectations and efforts influence customer satisfaction. Cardozo's research laid the foundation for the field of customer satisfaction, and since then, research in this area has continued to develop and deepen.

(1) Factors influencing customer satisfaction

Providing high-quality services can significantly improve customer satisfaction, and consistent service delivery and employee behaviour play an important role in shaping customer perception. These factors are crucial for improving customer satisfaction. The consistency between employee behaviour and service is considered crucial, as it can effectively impact the overall customer experience and satisfaction (Leninkumar et al., 2021). The critical factors of customer experience include functional quality, such as website attributes and usability, as well as human leads, customer complaint handling, and the introduction of gamification elements in digital platforms that can enhance customer experience and satisfaction, increase customer interaction and engagement, demonstrating the importance of technological improvements in improving customer experience and satisfaction (Chauhan et al., 2022). The lack or inadequacy of any of these facto

rs, such as service quality, on-time delivery, ease of use of applications, and food quality, can significantly reduce customer satisfaction. High-quality service and on-time delivery can enhance customer experience, making customers more inclined to reuse the service. Online platforms must maintain high standards of service quality to ensure customer satisfaction and increase customer satisfaction (Prasetyo, 2021). Service quality affects customer retention and loyalty through the mediating role of customer satisfaction, trust, and commitment. High-quality service not only enhances customer satisfaction but also strengthens their trust and commitment (Alzoubi et al., 2021). The quality of electronic services has a significant impact on online shopping satisfaction, with critical dimensions including website functionality, security, and customer support. Electronic satisfaction and trust are essential mediators between service quality and customer satisfaction, and a secure online shopping experience can enhance customer satisfaction and trust, thereby improving customer satisfaction. E-commerce platforms must ensure their service quality to meet customer's needs for safety and convenience and maintain a high level of customer satisfaction (Al Khayyala et al., 2021).

(2) Marketing strategies to improve customer satisfaction

The multi-item scale used to measure consumers' perception of service quality is called the SERVQUAL model. This model includes five main dimensions of service quality: reliability, responsibility, assurance, empathy, and ease of perception. Together, these five dimensions constitute consumers' overall perception of service quality, and the applicability of the model in different industries has been verified through empirical data, proving its universality and effectiveness. By accurately measuring and improving these dimensions, companies can significantly improve customer satisfaction (Parasuraman et al., 1988). Consumers often refer to online reviews from other users when making purchasing decisions, which can significantly affect the sales performance of the product. Online reviews are regarded as an essential source for consumers to obtain product information and make purchasing decisions, especially in the community group buying industry such as Duoduocai. The impact of reviews is particularly evident, and companies should pay attention to online review management to enhance the platform performance of their products (Dellarocas et al., 2007). Consumer trust in social commerce platforms is one of the critical factors affecting their purchasing intentions. A high-trust environment can promote consumer purchasing behaviour and enhance their confidence in the platform and products. This study suggests that social commerce platforms should strive to establish and maintain

consumer trust to improve purchase conversion rates and user satisfaction (Kim, 2019). Implementing TQM can significantly enhance the innovation capability and performance level of enterprises. Systematic quality management processes and continuous improvement it is not only beneficial for the internal operations of enterprises but also improve consumer satisfaction with products and services (Jiang et al., 2018). Service innovation plays a vital role in meeting consumer needs and enhancing market competitiveness. Through innovative services, enterprises can better meet the personalized needs of consumers, improve their satisfaction, and increase customer loyalty and repeat purchase behaviour. Enterprises should constantly seek service innovation to maintain market competitiveness and sustainable development. (Colurcio et al., 2019)

2.3 Research of Domestic Scholars

Compared with foreign scholars, China began to introduce customer satisfaction theory in the late 1980s to early 1990s. With the deepening of reform and opening up and the development of the market economy, enterprises and academia have begun to pay attention to the importance of customer satisfaction and gradually applied this theory to practical enterprise management and market research. Especially in the mid-1990s, with the intensification of market competition and the diversification of consumer demand, the theory of customer satisfaction was widely promoted and applied in China. Chinese scholars' research on factors affecting customer satisfaction became increasingly in-depth.

(1) Factors influencing customer satisfaction

The five main factors of customer satisfaction are service assurance, customer service experience, product information, offline experience, and payment experience. Service guarantees include after-sales service and guarantee measures to ensure that customers feel safe and reliable during the shopping process. Customer service experience involves the professionalism and response speed of customer service personnel, which directly affects the customer's purchasing experience. The accuracy and completeness of product information are critical criteria for customers when making purchasing decisions. The offline experience includes the quality of product delivery and store services, while the payment experience involves the convenience and security of the payment process. By optimizing these aspects, customer satisfaction can be significantly improved (Zhang, 2022). The factors that affect customer satisfaction include overall uneven service quality, low relevance of service projects, insufficient promotion of co-governance and sharing, lack of innovation in service projects, unequal

levels of employee service, and low levels of management information. The overall unevenness of service quality means that customers receive varying levels of service quality at different times and locations; The low correlation between service projects indicates a lack of coordination and integration between different services; The insufficient depth of collaborative governance and sharing reflects the lack of customer participation and satisfaction; Lack of innovation in service projects and unequal service levels among employees can affect customers' overall evaluation of services; The low level of management information limits the improvement of service quality and the increase of customer satisfaction (Li, 2023). The reasons that affect customer satisfaction include marketing strategies, corporate image, processing efficiency, satisfaction of customer needs, and service quality. Marketing methods directly affect customers' perception and interest in the company; Corporate image affects customer trust and loyalty; Efficiency is the key to customer experience, and fast and efficient service can improve customer satisfaction. The satisfaction level of customer needs reflects whether the company can meet the specific needs of customers. The quality of service involves the overall quality and details of the service, which affects the overall customer experience (Dai, 2023). Service philosophy is the embodiment of company culture and values, which affects customers' overall evaluation of the company. The comprehensiveness and pertinence of service content determine whether customers can obtain the services they need. The quality of service personnel includes professional ability and service attitude, which directly affects customer experience. The effectiveness of communication mechanisms with customers determines whether customer problems can be resolved and feedback can be provided in a timely manner (Zhang, 2023). Quality perception is the direct feeling of customers towards the quality of services or products; Expected quality is the customer's expectation of quality before purchase. If the actual quality does not match the expectation, it will affect satisfaction. The brand image reflects the company's position and reputation in the minds of customers. Perceived value is the balance between the price and quality of a service or product that directly affects customer satisfaction and purchasing decisions (Zhao, 2023). The improvement of not only product quality but also service quality is a critical factor in enhancing customer satisfaction. Enterprises should pay attention to both product and service quality to comprehensively improve the overall customer experience and satisfaction (Zhang et al., 2004). Optimizing the service environment is of great significance in enhancing customer experience and satisfaction. Specific suggestions include optimizing layout design and creating a good service atmosphere

to create a comfortable and pleasant service environment, thereby improving customer satisfaction (Wang et al., 2007).

(2) Marketing strategies to improve customer satisfaction

The level of customer expectations directly affects their evaluation and satisfaction with service quality. Effective management and exceeding customer expectations can significantly improve service experience, enhance customer satisfaction and loyalty (Liu et al., 2008). Understanding and managing customer expectations is critical to improving service quality and customer satisfaction. Suggestions include strategies such as active communication, customized services, continuous improvement, and exceeding expectations to optimize customer experience and enhance customer satisfaction (Zhou et al., 2009). Relationship marketing strategies such as personalized service and enhanced customer engagement can significantly improve customer satisfaction. By establishing long-term stable customer relationships, enterprises can effectively improve the overall satisfaction level of customers (Wang et al., 2009). High-quality service can significantly improve consumer satisfaction. Good service quality can not only enhance consumers' purchasing experience but also promote the shaping of brand image and the improvement of market competitiveness (Wang et al., 2020). By introducing innovative service models and technologies, customer satisfaction and experience can be significantly improved. Service innovation can not only meet the constantly changing needs of customers but also enhance the market competitiveness and brand value of enterprises (Zhu & Ouyang, 2019). Effective customer relationship management can enhance interaction and trust between customers and banks, thereby improving customer satisfaction. By establishing a personalized service system and continuously improving customer relationship management strategies, banks can enhance overall customer satisfaction levels and strengthen market competitiveness (Hu & Liu, 2020). Customer identification and loyalty to a brand directly affect their level of satisfaction with the brand. Brand loyalty not only increases customers' willingness to purchase and frequency of consumption but also enhances the brand's market share and sustained profitability (Zhang & Wang, 2021).

Overall, scholars both domestically and internationally have analyzed customer satisfaction from different perspectives and levels, indicating that the theory of customer satisfaction has received high attention both domestically and internationally. Compared to domestic scholars, international scholars started researching customer satisfaction earlier, so their research accumulation and theoretical depth may be more

abundant. However, domestic scholars started their research later and relatively lack historical accumulation and long-term theoretical development.

In terms of specific research directions, international scholars may conduct more in-depth studies, covering a wider range of factors and more complex theories, while domestic scholars tend to focus more on empirical research in specific fields or industries. Both foreign and domestic scholars have significant guiding significance and reference value for the research in this article. Overall, service quality is frequently studied and considered a key factor affecting consumer satisfaction, while product quality remains a fundamental factor affecting consumer satisfaction. Customer expectation management also plays an important role in improving consumer satisfaction. However, through the review of relevant literature, it was found that there is still a lack of research on the customer satisfaction of Duoduo Maicai. Similar studies have long focused on platforms such as Meituan Youxuan. Based on this, this study will take Duoduo Maicai platform as an example, analyze the factors that affect customer satisfaction of Duoduo Maicai through qualitative interviews, and explore how market strategies affect customer satisfaction of Duoduo Maicai, in order to improve the research in the field of customer satisfaction.

2.4 Definition of Related Concepts

2.4.1 Community Group Buying

Community group buying is a localized, regionalized, niche, and networked group buying shopping consumption model based on weak social and acquaintance relationships, customer operations around social tools, and real community residents. (Chu, 2021). It is a model based on the Internet platform. Through centralized procurement and group procurement, community residents or groups are organized to collectively purchase daily necessities, food or other commodities. It is usually initiated and managed by a third-party platform, such as an e-commerce platform or a professional group buying platform. Products are displayed and orders are accepted through online platforms, and then the delivery staff delivers the goods to the community or group designated by the user.

2.4.2 Customer Satisfaction

According to the definition in GB/T 19000-2016 Quality Management System Fundamentals and Terminology, "customer satisfaction" refers to the degree to which customers feel that their requirements have been met (DIA Digital Intelligence,

2024). It covers customers' expectations, actual experiences, and the gap between expectations. The smaller the gap, the higher the customer satisfaction.

For enterprises, customer satisfaction can be used to identify problems, make up for deficiencies, and improve service quality. Ultimately, by achieving customer satisfaction and loyalty, it brings more revenue and profits to the enterprise. A level of satisfaction can enhance customer loyalty and willingness to continue purchasing, reduce customer churn rates, and contribute to positive word-of-mouth communication, promoting market share growth and establishing long-term competitive advantages for the enterprise. Therefore, enterprises need to continuously improve customer satisfaction and achieve sustainable development and success by deeply understanding customer needs and expectations and optimizing the quality and experience of products and services.

2.5 4Ps Model

Jerome McCarthy officially proposed the 4P theoretical model in the early 1960s. Philip Kotler optimized this strategy and proposed the marketing mix strategy in 1967, which mainly combined different elements to improve marketing effectiveness effectively (Wan, 2023). In the world of modern marketing, a comprehensive and efficient marketing strategy is crucial for the success of a business. This model covers four core elements: product, price, promotion, and channel, which together form the main framework for the interaction between the business and consumers. Each element plays a unique and complementary role, ensuring comprehensive coverage of marketing activities and helping businesses effectively achieve their market goals. This paper will delve into the core concepts of this theory and its practical applications in order to provide guidance and inspiration for marketing practices. (Teambition, 2024). The proposal of this marketing theory model aims to help enterprises enhance their marketing capabilities, including four elements: product, price, channel, and promotion.

1) Product Strategy

Products are the main connection point between businesses and consumers. A product not only includes its design, functionality, and quality but also encompasses aspects such as brand, packaging, and after-sales service. Enterprises need to ensure that their products meet the needs and expectations of their target market in order to win consumer recognition and loyalty. Focus on the development of features, require the product to have a unique selling point (USP), the product's functional appeal first.

Product design involves multiple aspects such as appearance, performance, and user experience, and excellent design can enhance the attractiveness and practicality of the

product. Packaging is not only the external protection of a product but also an essential means of conveying product information and attracting consumers. Good packaging design can enhance the visual effect of a product and attract consumers. On the basis of ensuring product quality, enterprises also need to continuously innovate and improve to adapt to market changes and consumer demand upgrades (Yu et al., 2023).

2) Price Strategy

Price is considering various factors that affect product pricing including internal factors (such as product cost) and External factors (such as consumer demand) determine the selling price of an item. The 4P theory states that identifying a commodity. There are three basic pricing methods: cost-centered pricing, demand-centered pricing and competition-centered pricing Price. After determining the basic price of the commodity, the appropriate pricing strategy should be adopted to adjust the price according to various variables (Huang, 2017).

3) Place Strategy

A Place is the path through which goods move from producer to consumer. According to the 4P theory, the market channel Distribution channels can be viewed as customer value delivery systems that add value to customers. Therefore, the design of sales channels must First find out what value consumers in each target market want to get from the channel, so as to formulate the corresponding sales channel strategy (Huang, 2017).

4) Promotion Strategy

Promotion refers to the transmission of information through human or non-human contact in order to facilitate the sale of goods or services. Therefore, the modern company must master a complex marketing communication system in order to facilitate its middlemen, consumers, and all kinds of public communication (Hua, 2000).

2.6 Duoduo Maicai Community Group Buying Platform

The Duoduo Maicai Platform mainly sells vegetables, fruits, meat, and seafood products, and also includes daily necessities such as toiletries, kitchen utensils, and household cleaning products. Through centralized procurement and community group buying, relatively low prices can be provided, allowing consumers to enjoy price advantages that supermarkets and other retail stores cannot provide without going out. Consumers can generally select products, place orders, and choose home delivery services through Duoduo Shopping's mobile app or WeChat applet.

In the process of community group buying, Duoduo Maicai is a midstream enterprise, which is generally responsible for the selection of suppliers and supplier

products, the development of technical personnel, the recruitment of third-party managers, and the final user feedback and after-sales service docking. Its upstream usually includes product suppliers such as farms and production factories. Suppliers produce and supply various commodities, including vegetables, fruits, and meat. Downstream refers to user receipt and user evaluation and feedback. Through the above process, Duoduo Maicai effectively connects upstream production enterprises and downstream consumers to form an efficient community group buying service system.

2.7 Conceptual Framework

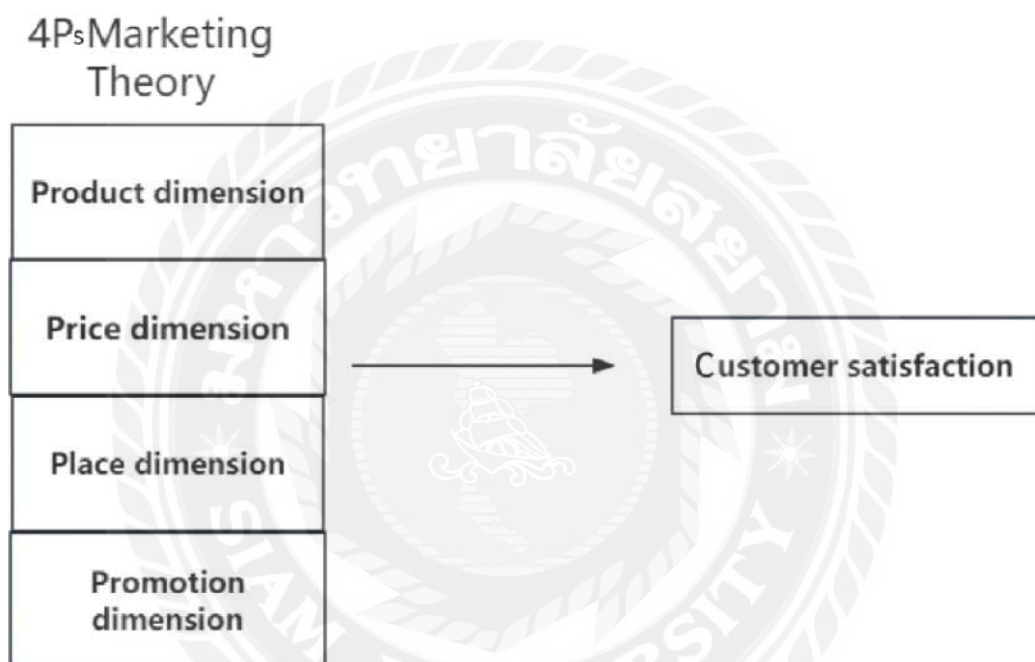


Figure 2.1 Conceptual Framework

In summary, the 4Ps marketing theory plays a crucial role in influencing customer satisfaction with the Duoduo Maicai platform. Therefore, the impact of product dimension, price dimension, channel dimension, and promotion dimension on customer satisfaction on the Duoduo Maicai platform is proposed.

Chapter 3 Research Methodology

3.1 Research Design

This study used the qualitative research method. A total of 20 interview questions were formulated in the form of a scale across four key dimensions, and interviews were conducted with 25 users .

3.2 Interview Outline

An interview outline was designed based on the 4Ps marketing theory proposed by Jerome McCarthy and Philip Kotler. A total of 25 people were interviewed using the interview outline as shown in Table 3.1:

	An interview about consumers' satisfaction with products, prices, channels and promotions
	Interview questions
Product dimension	What types of products do you mainly purchase when buying groceries? If vegetables, meat, seafood, daily necessities, etc.
	Have you ever encountered or purchased counterfeit or inferior products in the goods you purchased?
	Have you encountered any product quality issues in your past purchases? Please give an example.
	Have you encountered any problems with the packaging of your product?
	Do you think there are a wide variety of products for buying groceries? What other products would you like to Duoduo Maicai to increase?
	Are there any concerns that may affect your order during the product selection process?
Price dimension	Do you think the prices of Duoduo Maicai's products are suitable compared to other platforms?
	Do you think the prices of the products you frequently purchase are reasonable? Why?
	Do you think Duoduo Maicai provides sufficient price discounts?
	Can you give examples of which product prices left a deep impression on you?
	Do you think buying groceries and shopping can be worth it?

Place dimension	What Place do you usually use to learn and use Duoduo Maicai? Such as official websites, apps, WeChat mini programs, etc
	Are you satisfied with the self pickup service of Duoduo Maicai platform? What areas do you think can be improved?
	Are you satisfied with the delivery service of Duoduo Maicai? How is the delivery speed and accuracy?
	Have you encountered any delivery issues? Please give an example.
	Have you encountered any problems with the delivery reminder method?
Promotion dimension	Do you think the promotion of Duoduo Maicai is clear and easy to understand?
	Do you think the threshold set for product promotion activities is reasonable? Why?
	Do you think the promotion of Duoduo Maicai is innovative?
	Have you participated in any membership or points programs for Duoduo Maicai? What is your evaluation of this?
	Thank you very much for participating in this interview! Your answer is very helpful to us.

Table 3.1 Interview Questions

3.3 Data Analysis

This study recorded the interview transcripts collected during the interview with the permission of the interviewee. Further, the researcher analyzed the recorded original words, sentence by sentence, and marked the interview excerpt. Then, the extracted vital points were compared, and those with contradictions and shallow occurrence times were deleted. Finally, similar key points were classified, combined, and merged to analyze the factors that affect customer satisfaction with Duoduo Maicai, as well as the corresponding number and proportion. Finally, the impact of market strategy on customer satisfaction with Duoduo Maicai was further analyzed.

Chapter 4 Findings

4.1 Current Status Customer Satisfaction

Through interviews with 25 customers, it was found that the overall customer satisfaction with Duoduo Maicai was reasonable, but there are some problems in terms of products, prices, place, and promotions:

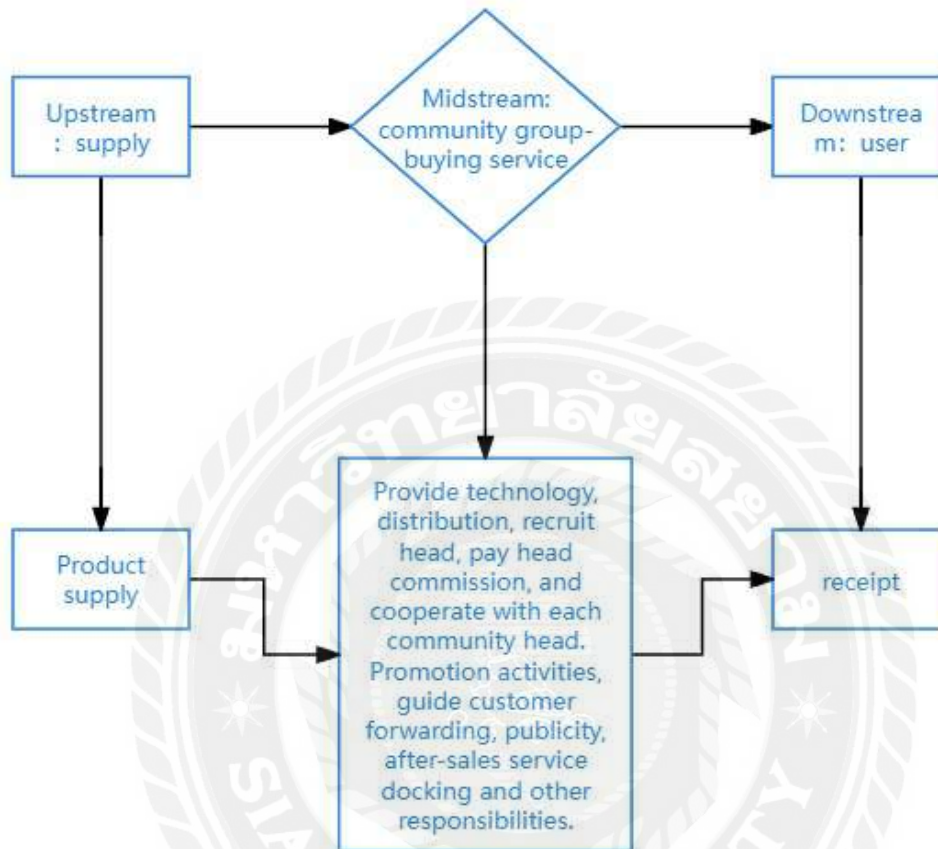


Figure 4.1 Community Group Purchase Flow Chart

Firstly, in terms of products, according to the information provided in Figure 4.1, it can be seen that the community group buying platform, known as Duoduocai, belongs to the midstream enterprise. The upstream corresponding enterprise is the supplier, and the downstream directly corresponds to the user. The interviewee mentioned that because counterfeit products have similar packaging, one can easily make the wrong purchase if not careful. When the quality of products provided by suppliers is unstable or does not meet standards, such as freshness, appearance, taste, and authenticity., and the platform's product selection is not strict and careful enough, it directly affects the customer's shopping experience and satisfaction. Secondly, when suppliers are unable to supply on time, or the supply is unstable, it may affect the inventory management of Duoduo Maicai, and customers may encounter stock shortages or delayed shipments, thereby affecting their shopping experience. During

the interview, some customers also mentioned the packaging issue of fresh food. When the product packaging is damaged or broken during transportation or delivery, the products received by customers may be affected, which directly affects their user experience and satisfaction. For example, it may cause the product to be fragile, easy to leak, or challenging to open. Other interviewees also expressed that the packaging of the eggs they bought at Duoduo Maicai was very irresponsible, resulting in the eggs being damaged. Finally, as a platform for buying daily necessities, Duoduo Maicai's most significant advantage over traditional markets is convenience and speed. However, it is easy to lack product diversity. Without product diversity, customers will not have more choices, nor will they be able to attract customers of different age groups, meet different needs of customers, increase shopping pleasure, and ultimately affect customer satisfaction.

Secondly, in terms of price, the highest rating of the Duoduo Maicai platform in the market is that its price is lower compared to other platforms. Customers are unwilling to spend time and energy on purchasing at the market and instead use community group buying to place orders. However, online community group buying is not as available for customers to choose from as offline markets, which is also one of the reasons why many customers are unwilling to try online community group buying. When the price of online community group buying is similar to that of the offline market, consumers may be more inclined to purchase from the offline market. The method of attracting consumers with low prices and beautiful pictures is one of the commonly used methods in online procurement, whether it is e-commerce or online community group buying. Consumers often compare multiple platforms multiple times; after all, online community group buying cannot see the actual status of products in real time so that consumers will pay more attention to the cost-effectiveness of prices. Firstly, attracting customers to place orders at a low price, but the quality of the goods received by customers is unsatisfactory, which directly affects their satisfaction with the platform and makes it difficult for them to make repeat purchases.

Thirdly, in terms of place, fresh food accounts for a relatively large proportion of the Duoduo Maicai platform. Therefore, many interviewees expressed their experience of purchasing fresh products on the Duoduo Maicai platform. However, during the delivery process of fresh food, appropriate temperature control standards and storage environment are needed. Otherwise, it may lead to a decrease in the freshness of the products, such as withering of vegetables and fruits, deterioration of meat or foul smell of seafood. The quality of the products received by customers is poor, which affects their satisfaction. It may also increase food safety risks, such as bacterial growth

or cross-contamination, posing a threat to customers' health. Secondly, when the delivery range is not wide enough, especially in suburban or remote areas where it cannot be covered, it will limit the use of potential customers, affecting market expansion and customer satisfaction. When potential customers discover that there are no available pickup points near them, they may choose other, more convenient platforms for shopping, resulting in Duoduo Maicai losing these customers. Suppose customers need to travel long distances or pick up their goods at self-pickup points due to inconvenient transportation. In that case, they will feel inconvenient and dissatisfied, which will affect their shopping experience and satisfaction. Finally, suppose logistics information is not updated in a timely manner. In that case, customers may feel that the platform is not professional and reliable enough in logistics management and information transparency, which affects brand image and customer satisfaction. An inflexible delivery schedule may conflict with the customer's schedule, and the customer may not be able to receive the goods at the appropriate time. When the customer is unable to choose a suitable delivery time flexibly, it may lead to the situation of receiving the goods incorrectly or incorrectly, especially when the customer is not at home, increasing the risk of theft or loss of the goods. A long-term lack of flexibility in delivery arrangements may lead customers to switch to other platforms that provide more flexible delivery services, resulting in customer churn. It may also make customers feel that the platform does not place enough emphasis and professionalism on customer service, damaging brand image and customer satisfaction.

The fourth dimension is the promotion dimension, which involves complex promotion rules. Customers need to spend extra time and effort to understand and calculate promotional discounts, which can lead to feeling misled or opaque, thereby affecting the effectiveness and participation of promotional activities. This can affect the smoothness and pleasure of shopping and reduce customer satisfaction. Secondly, high threshold discount activities may make customers feel that the cost of meeting the discount conditions is too high, thereby reducing their motivation to participate in promotional activities. Customers may feel dissatisfied because they cannot easily reach the discount threshold, especially when they expect to receive discounts. However, the actual conditions are too harsh, which may lead to customers choosing to turn to other competitive platforms that offer lower threshold discounts, affecting their purchase intention and customer satisfaction. Suppose the promotional activity only covers a portion of the products. In that case, customers may feel limited in their choices, and the products that can enjoy discounts may not meet their needs or preferences. Customers may feel dissatisfied because they cannot purchase the products they want,

especially when they expect to participate in the promotion but find their choices limited. They may also choose not to purchase or turn to other platforms because the promotional products do not meet their needs. They may choose to turn to other competitive platforms that offer more extensive promotions, thereby affecting the shopping experience and customer satisfaction. Finally, promotional activities lacking innovation and novelty may lead to a decrease in customer interest in participating, and they may lose interest in the platform's promotional strategies, thereby affecting customer satisfaction. When competitors launch more innovative promotional activities in a fiercely competitive market environment, a lack of innovative promotional activities may cause market share and opportunities.

4.2 Factors Affecting Customer Satisfaction

Based on interviews with a total of 25 users, this paper obtained the following data:

	Factor	Number of people	Proportion
Product dimension	Poor product quality	twenty-one	84%
	Insufficient product diversity	eleven	44%
	The product packaging is not complete enough	nine	36%
	Product Quality Control	ten	40%
	Shortage issue	eight	32%

Table 4.1 Number of Users in the Product Dimension

The above data indicates that product quality is a crucial factor affecting customer satisfaction. 84% of the interviewees stated that product quality did not meet expectations and pointed out that they have encountered product quality problems on the Duoduocai platform, including yellowing of vegetable leaves, freshness of fresh meat products, or the existence of counterfeit or inferior products, inaccurate product information, and insufficient weight. In summary, this paper finds that:

Firstly, the supplier belongs to the upstream enterprise of the Duoduo Maicai platform, and the uneven quality of products provided by different suppliers can lead to quality fluctuations. Secondly, when the product is adversely affected by temperature, humidity, or other environmental factors during transportation or storage, such as thawing of frozen foods or unsuitable storage conditions for fresh meat during transportation, it can also lead to a decline in product quality. Finally, when Duoduo Maicai's quality control standards for receiving and inspecting products are not strict or standardized, some quality problems may not be detected and handled in a timely manner, or when selecting and purchasing products, the production and product quality of suppliers may not be thoroughly evaluated and screened, which may lead to the selection of inappropriate products entering the market, such as counterfeit and inferior products, missing weight, and resulting in quality problems.

Secondly, in the process of handling and packaging products, if the supplier does not strictly manage the packaging themselves, it will lead to poor packaging quality of the products provided by the supplier, which will affect the packaging quality and safety of the final product. During the packaging process, if the operator does not follow the prescribed procedures and standards, such as insufficient sealing or sealing during packaging or improper use of packaging materials, it may lead to incomplete packaging and problems. Frozen products, in particular, have specific storage conditions, which require platforms to consider more transportation and storage. When frozen products spoil due to packaging issues, it may cause problems such as food poisoning and cross-contamination among customers. Suppose the product packaging design does not meet the actual transportation and storage needs. In that case, if the quality of the packaging materials used is poor or if the structural design is not firm, it may lead to easy packaging damage or product damage.

Thirdly, when the platform's supplier selection is limited, or the types of cooperative suppliers are single, the range of products available for selection is limited. If there are not many types of suppliers or all suppliers are of the same type, it may limit the platform's ability to provide diversified products, or the platform may concentrate on purchasing fewer types of products and only focus on specific hot selling categories, ignoring other types of products. This strategy may lead to insufficient product diversity. Finally, when the platform adjusts product supply based on regional or market demand, it may sometimes limit the availability of certain products. For example, certain markets in specific regions may have low demand for certain products, resulting in a limited variety of products offered by the platform in that region.

	Factor	Number of people	Proportion
Price dimension	The pricing is not reasonable enough	six	24%
	Not cost-effective	eight	32%

Table 4.2 Number of Users in the Price Dimension

The above data indicates that overall customer satisfaction with prices is relatively high. However, there are also a few customers who indicate that Duoduo Maicai is more inclined to choose the latter than traditional markets, such as vegetable markets. With the development of the times and the improvement of people's living standards, the demand for pricing is reasonable rather than simply cheap. When pricing is unreasonable, there is a gap between price and quality in the customer's mind after receiving the goods. This directly leads to a decrease in customer expectations and affects customer satisfaction.

One reason is that Duoduo Maicai's unique pricing strategy leads to product prices lower than competitors or the market average. The price may attract customers, and they hope that the price they pay reflects the value and quality of the product. If the pricing is too low and customers feel that the product value is insufficient, it may affect their purchasing decisions and satisfaction with the platform. The pricing strategy directly affects the overall shopping experience of customers, including the smoothness of the payment process and their perception of platform services. If customers believe that the pricing is unreasonable, it may affect their overall evaluation and satisfaction with the platform services. Secondly, Duoduo Maicai may not have a precise positioning of its position in the market, lacking a clear target customer group and market positioning strategy, resulting in an incomplete pricing strategy.

	Factor	Number of people	Proportion
channel dimension	The delivery, storage, and transportation conditions are not reasonable enough	eleven	44%

Poor storage conditions for self pickup points	ten	40%
The coverage of self pickup points is not comprehensive enough	nine	36%
Lack of timeliness in updating logistics information	eight	32%
The delivery reminder method lacks flexibility	six	24%

Table 4.3 Number of Users in the Place Dimension

Through interviews, it was found that many customers are willing to purchase frozen meat products, pre-made meat, and other products that require freezing on Duoduocai, which has relatively high requirements for transportation conditions during delivery. The above data indicates that:

Inappropriate storage or transportation conditions may lead to a decrease in product quality. For example, improper temperature management during the transportation of fresh food can cause vegetables and fruits to spoil and meat to lose its flavour, which directly affects customers' expectations and satisfaction with product quality. Customers expect to receive their orders on time, and delayed delivery may affect their shopping experience, especially for time-sensitive items such as fresh produce.

Secondly, in terms of self-pickup points, according to the issues raised by the interviewee, it can be found that the self-pickup points connected to the Duoduo Maicai platform do not have comprehensive coverage. When the self-pickup points do not have comprehensive coverage, some customers may need to go to other self-pickup points that are relatively far away to pick up the goods, which goes against the original intention of community group buying to provide convenience for customers. When there is insufficient investment in the construction of logistics networks and self-pickup points, the number and distribution of self-pickup points cannot meet user needs or self-pickup points are concentrated in certain areas with less investment in other areas, resulting in a lower coverage of self-pickup points in some areas, or it is difficult to find suitable partners to establish self-pickup points in certain areas, leading to insufficient coverage. Self-pickup points are convenient locations set up by Duoduo Maicai in various communities and other places for customers to pick up their goods. When third-party self-pickup points are unable to store frozen products according to specified conditions, even if the supply chain and logistics transportation are tightly coordinated, if there are omissions in the self-pickup points, as long as the goods have problems

before they reach the customer's hands, the platform needs to pay more attention to the following:

Firstly, poor communication with third-party self-pickup points or logistics partners, or delayed information transmission, may result in self-pickup points failing to store frozen food and other products according to specified conditions, affecting product quality and customers' shopping experience. Secondly, nuclear cooperation agreements or inadequate cooperation execution or supervision with third parties, such as the lack of clear regulations on storage conditions and operating procedures for frozen food, may result in third-party self-pickup points failing to comply with requirements, thereby affecting product quality and customer satisfaction.

Thirdly, the logistics information system of the platform may have technical defects or insufficient processing capabilities, resulting in delayed information updates or poor data synchronization at various stages of the platform. The transmission of logistics information from suppliers, warehouses, and distribution centres to front-end systems may be delayed, and there may be problems with the management and coordination of the logistics environment, leading to the failure to upload and update logistics information in a timely manner; Or there may be insufficient communication and coordination with third-party logistics partners, who fail to provide accurate logistics information in a timely manner.

Fourthly, customers need timely information when picking up their goods, especially when purchasing fruits, vegetables, and frozen foods. Only by taking away their goods in a timely manner can customers feel at ease. When the delivery management system of the platform is not designed flexibly enough, it cannot adjust the delivery time and reminder methods flexibly according to user needs, nor can it timely understand and respond to users' preferences for delivery time and reminder methods. Alternatively, the configuration of delivery resources, such as delivery personnel and delivery vehicles, may not be flexible enough to respond to users' personalized needs quickly. The platform may have adopted a single delivery model, lacking diversified delivery time and reminder options, resulting in limited user choices.

Factor	Number of people	Proportion
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Promotion dimension	The promotion rules are complex and difficult to understand	ten	40%
	The discount lacks rationality	nine	36%
	Lack of universality in participating in promotional products	eight	32%
	The promotional activities are not innovative enough	six	24%

Table 4.4 Number of Users in the promotion Dimension

The above data indicates that the platform currently has cumbersome promotion rules, and the reasons for such problems are primarily due to the platform's failure to design a high-quality user experience. When designing activities, the platform did not fully consider the user experience, resulting in overly cumbersome rules and affecting customer satisfaction.

Secondly, 36% of the interviewees mentioned that the activity threshold is too high, and the platform may hope to make profits or reduce losses by setting promotional thresholds but neglect to consider the issue of high thresholds. Secondly, promotional rules and threshold settings may lack flexibility and fail to be adjusted in a timely manner based on market changes and user feedback. In addition, the platform lacks an effective user feedback mechanism. It fails to collect and respond to users' opinions and suggestions on promotional thresholds in a timely manner, which can also lead to this situation and subsequently affect customer satisfaction.

32% of the interviewees mentioned that the promotional products are not extensive enough. In addition to the reasons mentioned above that Zhongduoduo Maicai suppliers provide too few products, which makes it impossible to obtain or provide diversified and widely covered promotional products, the platform may not have fully considered the diverse needs and market trends of users when managing and classifying promotional products, resulting in a lack of universality.

24% of the interviewees mentioned that Duoduo Maicai's promotional activities are too repetitive and not innovative enough. The platform lacks a dedicated creative team or planners or lacks market insight and fails to fully understand the changing needs of the market and users, resulting in a lack of sensitivity to current trends and hot topics in promotional activities, thus failing to design attractive and innovative promotional activities.



Chapter 5 Conclusion and Recommendation

5.1 Introduction

In this chapter, the factors affecting the customer satisfaction of Duoduo Maicai are concluded and suggestions are put forward.

5.2 Conclusion

Through the interview, it is found that the main factors affecting customer satisfaction are poor product quality, imperfect product packaging, insufficient negotiation with the third party, and insufficient product diversity. In terms of price, the pricing is not reasonable and the cost performance is not high. In terms of place, the distribution, storage and transportation conditions are not reasonable, and the service quality of self-picking points is low. In terms of promotion, the promotion rules are not easy to understand, the preferential efforts are not reasonable enough, and the promotion activities lack of innovation.

According to the results of the interview, 84% of the interviewees reported encountering problems with product quality, such as poor vegetable quality, sour fruits, and yellowing of vegetable leaves. There is also the sale of counterfeit and inferior products, characterized by the use of "word games" in packaging and product names that mislead consumers. Another issue is that 36% of customers believe that there are problems with product packaging, including damage during transportation, breakage of ice packs, spoilage and mould of frozen food, and so on. Overall satisfaction with the price is relatively high, but 32% of the interviewees also stated that the cost-effectiveness of the platform's products is not high. Compared to traditional markets, Duoduo Maicai's prices are relatively low, but the quality of the products may become unsatisfactory due to the low price. Secondly, 24% of customers expressed that the price is unreasonable, mainly because the price is similar to the market price, but the quality is not as good as the market price. In terms of channel delivery, 44% of the interviewees believe that there are problems with the delivery method and storage of products during the delivery process. In addition, 36% of the interviewees believe that the coverage of self-pickup points and storage management needs to be improved. In addition, 24% of the interviewees also believe that the delivery efficiency is not high and that logistics updates are not timely enough. In terms of promotion, 40% of the interviewees said that the rules for promotional activities are too cumbersome, 36% of the interviewees think that the promotion threshold is high, 32% of the interviewees think that there are too few types of products for customers to choose from when participating in promotions, and finally 24% of the interviewees think that promotional activities lack innovation.

This study finds that customer satisfaction can be improved mainly through the following strategies: In terms of products, it is necessary to Duoduo Maicai and strictly control the quality of the products. Start from the source of suppliers, choose suitable suppliers, plan the price, quality standards, and delivery time of the products when choosing, and reject counterfeit and inferior products. Conduct quality inspection during product storage to further ensure product quality. Improve product packaging in terms of practicality and protection, collaborate with more suppliers, and enhance platform product diversity. In terms of price, improve the rationality and cost-effectiveness of product prices, especially ensuring that the price matches the quality of the product. By formulating appropriate pricing strategies, the operating costs of the platform can also be reduced. In terms of Place, flexible selection of suitable delivery methods and protection of product packaging during delivery, different transportation methods and packaging are chosen for different products. Save time costs, improve delivery efficiency, and plan delivery areas reasonably.

Moreover, by strengthening infrastructure construction, enhancing resource allocation, and increasing partnerships, can improve the coverage of self-pickup points, especially in suburban and rural areas. By strengthening the technological level, partner management, and human resource management, the timeliness of logistics information updates can be improved. By improving resource allocation, diversifying operational models, enhancing technical support, and strengthening communication and coordination, aim to improve the flexibility of logistics delivery time and delivery reminder methods. In terms of promotions, Duoduo Maicai needs to simplify the rules of promotional activities and improve the rationality of discount intensity, such as by adjusting the discount threshold, expanding the scope of promotional products, and increasing the innovation of promotional activities.

5.3 Recommendation

Based on the above factors that affect Duoduo Maicai's customer satisfaction, this study puts forward the following suggestions:

(1) Improving product quality:

Firstly, based on the entire process of community group buying, customers first select their desired products from the Duoduo Maicai platform. The products are then shipped from suppliers to warehouses in various regions and then transferred and delivered by local partners before finally reaching the customers. This is a dynamic process, so the specific market strategy is as follows:

1) Supplier selection and procurement phase: Duoduo Maicai platform needs to select suitable suppliers based on product requirements and quality standards. These suppliers may be farms, manufacturers, or wholesalers, and the platform negotiates with them to determine details such as product prices, quality standards, and delivery time. After confirming the order, the platform will generate a purchase order and send it to the supplier. After receiving the order, the supplier prepares and arranges the packaging and shipment of the product. The Duoduo Maicai platform tracks order status to ensure suppliers deliver on time.

2) Logistics and transportation arrangements: The logistics team of the platform is responsible for coordinating transportation, selecting suitable transportation methods such as land, air, or sea, and arranging transportation routes and times based on the nature of the product and the urgency of the order.

3) Product warehousing and quality inspection: The product arrives at the logistics centre, or warehouse of Duoduo Maicai, and the warehousing team performs inventory registration, recording the quantity, batch information, and arrival time of the product. Warehouse personnel should conduct product quality checks and inspect the appearance, freshness, and packaging integrity. Of products, and determine whether the products meet the requirements based on pre-set quality standards.

4) Order processing and delivery arrangements: After customers place orders to purchase products on the Duoduo Maicai platform, the order enters the system, and the order department reviews the order to confirm the customer's shipping address and product selection. When delivering orders, develop a delivery plan based on order information and customer delivery requirements. Determine the delivery time and route of the product. It should be noted that different products require different transportation, storage, and packaging conditions. If necessary, inspection or secondary packaging should be carried out before departure.

5) Handover process: Delivery personnel usually deliver to designated pick-up points, where it is necessary to specify that the pick-up points store the products according to the specified storage conditions to prevent mould, damage, and other issues. Then, the self-pick-up team leader promptly sends information updates and logistics to customers and carries out product handover with them. The customer signs for the order and confirms the completeness and quantity of the product in accordance with the order.

6) Customer feedback and service follow-up stage: The Duoduo Maicai platform should encourage customers to evaluate and provide feedback on the products and services received and collect customer feedback, including satisfaction and suggestions

on product quality, delivery services, and improvement measures. Based on customer feedback, the platform can promptly adjust and improve supply chain management, product quality control, and delivery services. Implement improvement measures to enhance customer satisfaction and loyalty.

(2) Improving product packaging:

For the Duoduo Maicai platform, in terms of packaging, it is more important to pay attention to its functionality than exquisite packaging, such as insulation, freezing retention, and anti-drop. It is also possible that some products need to be designed with exquisite, simple, and attractive packaging to attract consumers. However, the primary need is to ensure that the packaging can effectively protect the product and prevent damage or deterioration during transportation and storage. Also need to consider the convenience of packaging, such as easy opening, good sealing, and convenience for customers to use and store. Choose environmentally friendly materials to make packaging as much as possible, reduce the impact on the environment, encourage recyclable and biodegradable packaging design, and meet social responsibility and consumers' sustainable development expectations. Finally, regularly analyze market trends and consumer feedback and continuously change product packaging based on customer requirements and feedback. When there is a certain level of technology and demand, new packaging design concepts and technologies can be explored, such as intelligent packaging, interactive packaging, or reusable packaging, combined with modern technology, such as enhanced AR or scanning technology, to improve the interactivity and user experience of packaging.

(3) Improving product diversity:

Although buying more groceries is a convenient project, it is necessary to enhance product diversity. Duo can actively expand our cooperation with new suppliers and introduce more types of products. Consider collaborating with farms, small-scale producers, importers, or speciality food suppliers to increase the variety of speciality and unique products, conduct market research to understand consumer preferences and needs, adjust product choices based on research results, and ensure that diverse consumer needs are met. Regularly evaluate and update product lines, introduce fresh, seasonal, and popular products, promote products based on seasonal changes and holiday characteristics, and increase consumer interest and experience in purchasing. Optimize product display and classification on the platform, enabling consumers to easily browse and choose different types of products and actively promote the

characteristics and advantages of diverse products through social media and online marketing Place.

(4) Setting reasonable pricing:

Duoduo Maicai has received many positive reviews for its low prices, but excessively low pricing is not a good thing. In the long run, this will not only affect the company's profits, but consumers may also begin to question the quality or brand value of the product. Therefore, in order to improve customer satisfaction through reasonable pricing, Duoduo Maicai can analyze the pricing strategies of its main competitors and find reasonable pricing that suits its market. By conducting surveys, user feedback, and other methods, aim to understand the payment intentions and needs of different consumer groups and provide affordable but reliable essential products for price-sensitive consumers. For consumers who pursue quality and uniqueness, provide high-quality, high-value-added products at relatively high prices that match the quality. The most crucial point is to ensure that the product quality is excellent and matches the price through strict quality control. Provide high-quality after-sales service and value-added services, such as fast delivery and no reason return and exchange, to enhance the overall customer experience.

(5) Improving product cost-effectiveness:

Improving the cost-effectiveness of products will be the first problem that Duoduo Maicai needs to overcome. In order to enhance its cost-effectiveness, Duoduo Maicai can establish long-term cooperative relationships with high-quality suppliers, ensure reliable product sources and stable quality, establish strict quality testing and control systems, regularly inspect and evaluate product quality, and ensure that products meet standards. Secondly, they are introducing more types of products to meet the needs of different consumers, increasing product diversity, launching distinctive and innovative products, and increasing the attractiveness and competitiveness of the platform. Alternatively, regularly launch attractive promotional activities and discounts to attract consumers' attention and purchase, use big data to analyze consumer behaviour and preferences, provide personalized marketing content and discounts, and enhance consumers' willingness to purchase. Ensure that product prices and related information are open and transparent, avoid hidden costs and unclear pricing strategies, provide quality commitments and after-sales support, and increase consumers' trust in the platform. Only by genuinely achieving high quality and low price can Duoduocai better

leverage its price advantage, attract more consumers, win their trust, and enhance consumer satisfaction.

(6) Providing reasonable delivery, transportation, and storage:

For the distribution of fruits, vegetables, and frozen fresh produce, the rationality of transportation and storage conditions is essential. Improper transportation conditions may lead to damage, breakage, or even mould and deterioration of customers' goods. Based on the factors analyzed in the previous section of this study, the factors that affect transportation channel problems include the choice of transportation mode, timely delivery, and insufficient packaging protection. So Duoduo Maicai can consider using various transportation methods during the transportation and distribution process, such as self-owned delivery teams, third-party logistics cooperation, etc., flexibly choose according to different regions and order characteristics, and establish an efficient distribution network that covers a broader area and can ensure timeliness and service quality. It provides real-time logistics tracking services, allowing consumers to understand the order status and expected delivery time at any time, enhancing consumer trust and satisfaction. Priority delivery services are provided for essential orders or specific customers to ensure timely delivery. Delivery time selection services are provided, allowing consumers to choose suitable delivery periods based on their schedule, reducing unnecessary waiting and inconvenience. To address the issue of insufficient packaging protection, product packaging design can be optimized by selecting materials and methods that meet transportation safety standards to ensure that the product is not damaged during transportation. Fillers, cushioning materials, or protective layers can be added to the packaging, especially for fragile or photosensitive products. Protective measures should be strengthened, packaging standard operating procedures should be developed, and packaging personnel should be trained to ensure that each package meets high standard packaging requirements. Finally, to enhance customer experience, establish a comprehensive after-sales service system, respond quickly to customer complaints and issues, provide timely solutions, regularly collect user feedback and opinions, improve services and products in a targeted manner, enhance user experience and satisfaction, provide solutions to customer needs that need improvement, and enhance customer trust and satisfaction.

(7) Improving self pick-up point coverage:

As mentioned in the previous research, the coverage of buying groceries is insufficient, especially in some suburban or rural areas. To improve the coverage of

self-pick-up points for Duoduo Maicai, it is possible to analyze user distribution and demand, determine new self-pick-up point locations, prioritize areas with high foot traffic and convenient transportation, or cooperate with more commercial real estate and communities to open new self pick-up points, covering a wider geographical area. In addition, simplifying the self-pick-up process, improving efficiency, reducing customer waiting time, or providing more convenient facilities at self-pick-up points, such as waiting areas and parking spaces, can enhance customer experience and satisfaction.

(8) Negotiating with third parties:

The third party includes the team leader, who interfaces with Duoduo Maicai and the staff of the self-pick-up point. When the staff of the self-pick-up point are not responsible, such as improper storage of customer goods, disorderly stacking of customer goods, and storage not in accordance with designated storage conditions, even if the goods are delivered to the self-pick-up point without fail, the customer will not be satisfied. As an essential part of the Duoduo grocery shopping process, the self-pick-up team leader has significant responsibilities. To enhance the negotiation ability with third-party self-pick-up point managers and improve the self-pick-up point environment, it is recommended to establish good communication with them, including various forms such as telephone, WeChat, or face-to-face meetings, to ensure regular communication, smooth information flow, and mutual understanding. Before the negotiation, clarify the specific needs and expectations for improving the self-pick-up environment and express the rationality and necessity of the needs. Provide specific improvement suggestions. Propose specific suggestions for improvement for the problems existing in the self-pick-up point environment, such as cleanliness and hygiene, facility maintenance, and safety measures. Design a detailed improvement plan and schedule, and demonstrate how to implement and monitor the effectiveness of the improvement measures gradually. Ensure continuous follow-up on improvement progress and effectiveness after reaching an agreement. Regularly evaluate and inspect the situation of the self-pick-up point environment and adjust and improve negotiation strategies in a timely manner.

(9) Improving the timeliness of logistics information updates:

Timely updating of logistics information is crucial for all enterprises engaged in the transportation industry, especially for industries such as Duoduocai that distribute

easily damaged products such as fruits, vegetables, and frozen meat products. In addition to timely delivery, it is also essential to ensure timely updates of logistics information for customers. Duoduo Maicai can use modern logistics management systems and technologies to ensure real-time collection and transmission of logistics information. For example, by combining IoT technology, real-time monitoring of the location and status of goods can be achieved, logistics information can be updated in a timely manner, and an automated logistics information processing system can be set up to ensure that the system can capture critical nodes in the transportation of goods in a timely manner or implement an automated notification system to send customers notifications of updated goods status, including shipment, transportation, arrival, and other information. In addition, a professional logistics team can be established to monitor and update logistics information, provide employee training and technical support, and ensure that the team can effectively operate the logistics system and handle information updates.

(10) Improving the flexibility of delivery time:

In the previous section, this study mentioned that Duoduo Maicai has a situation where the delivery time is not flexible enough. When the delivery is made when the customer is not idle, the customer cannot accept their goods in a timely manner, which is not appropriate for products with a short shelf life. Therefore, Duoduo Maicai can provide customers with multiple different delivery time options, such as morning, afternoon, and evening. They are allowing consumers to choose the appropriate delivery time according to their schedule or establish a real-time delivery scheduling system to dynamically adjust the delivery route and time based on factors such as order volume and geographical location in order to complete the delivery task in the most optimized way. Alternatively, provide real-time delivery status feedback and updates based on consumer needs and exceptional circumstances, such as the real-time location of delivery personnel and estimated arrival time. They allow consumers to understand the delivery progress at any time, make adjustments, and develop flexible delivery policies, such as allowing consumers to modify delivery addresses or times within a certain period to cope with unexpected situations or arrangements.

(11) Integrating promotional activities:

The purpose of integrating promotional activities is to enable customers to receive the platform's discount rules in a shorter period, making it easier for consumers to

understand and participate and enhancing their shopping experience and satisfaction. Therefore, Duoduo Maicai needs to ensure that the promotion rules are simple, avoid complex terms and conditions, use intuitive language and graphics to explain the promotion activities, and set a unified promotion rule standard to avoid inconsistent promotion rules and confusion for customers. The specific rules, discount methods, and participation conditions of the promotion activities should be clearly displayed on the shopping page and promotion page, making it easy for customers to understand and providing a convenient customer consultation channel. Answer customers' questions about promotional activities and ensure they understand the promotion rules. Finally, the variety of promotional products should be expanded to cover multiple categories, such as fresh produce, daily necessities, snacks, and beverages, to meet the diverse purchasing needs of customers. Based on seasonal changes and holidays, launch relevant promotional products such as summer refreshing drinks and winter nourishing foods to increase the attractiveness of promotional activities.

(12) Enhancing the diversity of promotional activities:

At present, the promotional activities for Duoduo Maicai are still relatively limited. Improving the diversity of promotional activities can attract new customers and retain existing ones. Therefore, buying more groceries can add the following promotional activities to enhance customer satisfaction:

1) Limited-time flash sale

Providing ultra-low discounts on limited edition products within a specific period can quickly increase sales and user activity, create a sense of urgency and scarcity, and attract consumers to rush to buy. For example, they are offering ultra-low discount benefits during the event and providing limited slots to create a sense of tension. Such promotional activities can not only stimulate consumers' desire to purchase but also increase user activity, traffic, and attention on the platform.

2) Member exclusive discounts

Provide exclusive discounts, point redemption, and special events for platform members. Although a certain amount of membership fee is required, it is possible to enhance member loyalty and attract more users to register as members by providing more exclusive discounts and services. Member exclusive discounts can not only increase the platform's revenue but also establish a stable user base and increase user stickiness and repurchase rate.

3) Combination package

Combine multiple related products into a package and sell it at a discounted price, such as the "Family Package" or "Weekend Gift Pack". This promotional method can increase the average order value, encourage consumers to purchase more product categories, and provide consumers with a better shopping experience. Through reasonable combinations and combinations, consumers can purchase more products at more favourable prices, thereby increasing shopping satisfaction and platform sales.

4) Points reward

Consumers can earn points every time they make a purchase, which can be redeemed for coupons or products. This promotion method can enhance customer stickiness and repurchase rate and encourage sustained consumption. Point rewards not only motivate consumers to shop frequently but also enhance their loyalty and increase the platform's user retention rate. In addition, regularly launching point redemption activities can further stimulate consumers' purchasing desire and participation enthusiasm and increase overall sales.

By adding these diverse promotional activities, Duoduo Maicai can attract more new customers and enhance the satisfaction and loyalty of existing customers, thereby achieving sustained growth and development of the platform.

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