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Study on the Influencing Factors of Consumers' Choice of Community Group Buying E-commerce Platforms

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Abstract

With the integration of information technology and Internet economy, community group purchase, as an emerging e-commerce model, has rapidly risen to prominence by virtue of its convenient shopping experience and resolution of distribution challenges. In the face of fierce market competition and diversified consumer demands, enhancing users' willingness to choose has become a key issue for the development of e-commerce platforms. In this study, a total of 531 valid questionnaires were collected using a Likert scale, and nine factors were selected to analyze the degree of their influence on consumers' choice of community group-buying e-commerce platforms. The results of the study show that logistics service reliability, pickup point facilities and product quality have a greater degree of influence on consumers' willingness to choose, while the credibility of review information does not have a significant impact on consumers' willingness to choose. With the results, the study will propose specific Suggestions from four perspectives: state regulation, platform operation, merchant cooperation and consumers to promote the sustainable development of the community group-buying industry.

Keywords: community group purchasing, e-commerce platform, consumer choice intention, influencing factors

1. Introduction

The development of information technology has promoted the integration of the Internet economy and life. As an extension of online group buying and social group buying, community group buying has developed rapidly with the influx of capital in the second half of 2018, especially during the 2020 epidemic. With the product diversity of traditional e-commerce and the advantage of solving the "Last Kilometre" problem, community group buying has attracted many consumers. However, in the face of fierce competition, platforms need to meet consumers' needs in order to enhance user stickiness. In this context, it is of great significance to study the factors affecting consumers' choice of community group-buying e-commerce platforms. This paper analyses nine key factors, such as platform reputation, product quality and logistics service reliability, to reveal the degree of their influence on consumers' willingness to choose and provide theoretical support for platform optimization.

In terms of influencing consumers' willingness to choose community group-buying e-commerce platforms, numerous scholars have extensively explored and researched consumers' willingness to participate around multiple dimensions. Cheng and Huang (2013) explored consumers' willingness to buy online group purchases and its influencing mechanisms and found that e-word-of-mouth, the relationship embeddedness of the initiator, and the quality of the website's service significantly influenced online group purchase willingness. Zhang et al. (2023) showed that performance expectations and social influence significantly affect consumers' willingness to buy. Qiqi (2022) found that logistics service quality (tangibility, reliability, etc.) significantly and positively affects consumers' willingness to make repeat purchases, and consumer satisfaction plays a mediating role, which provides theoretical support for the sustainable development of the agricultural community group-buying platform. The research results of the above scholars provide important ideas and reference for this paper to carry out analyses on the factors influencing consumers' willingness to choose on community group-buying e-commerce platforms.

Although there have been many studies, this paper is based on the unique model of community group-buying e-commerce, combined with the actual situation of the development of community group-buying in China, through a combination of qualitative and quantitative methods, in-depth discussion of multi-dimensional factors on the impact of consumer willingness to choose the community group-buying e-commerce platform, and based on the results of the study put forward optimisation of the platform services and enhance the user stickiness of the improvement proposals.

2. Literature Review

Community group-buying is a new type of e-commerce model, the main participants include community group-buying e-commerce platform, the head and community residents, to the offline community as a unit, relying on the "head" as a community sales agent, and small programmes, APP, etc. as the main trading tools for marketing activities. Community residents place orders through online trading tools, and the head of the group will summarise the residents' orders, which will be completed by the residents picking up the goods at the

self-pick-up point or the head of the group delivering the goods to their doorsteps. The community group-buying e-commerce platform is an online trading tool that supports this mode of operation. The platform provides customers with a centralised, efficient and convenient shopping service by providing an online order system, integrating supply chain resources, and delivering commodities centrally to community pick-up points.

Willingness to choose is the prelude to consumer decision-making, which is the customer's purchase plan for the goods. Customers in a variety of community group-buying e-commerce platforms, based on their personal needs and platform characteristics, make a preference choice for a particular platform, the willingness to choose not only reflects the customers' subjective preference for the platform, but also contains their comprehensive perception and evaluation of the platform reputation, product quality and many other aspects. In this paper, we believe that customers' willingness to choose a community group-buying e-commerce platform is affected by a variety of factors, combined with the development of community group-buying, this study selected nine factors according to different scholars' research on the factors affecting customers' willingness to choose the following Table 1:

Table 1. Factors influencing the willingness to choose e-commerce platforms for community group purchases

Influencing factors	Reference source
Platform reputation	A seller's reputation has a positive and significant impact on consumer trust and purchasing decisions (Zahara, 2021).
Platform usability	Ease of use and trust drive consumers' purchasing decisions to a large extent, emphasising the importance of a user-friendly platform interface for consumers' choices on the platform (Badir & Andjarwati, 2020).
Facilitating conditions	Enabling conditions including delivery time and speed, convenience and service provider reliability significantly influence consumers' online purchase choices (Bauerová & Radka, 2018).
Product quality	Consumers are more likely to shop at online shops with high quality and variety of products, and product quality has a significant impact on consumers' online shopping satisfaction and purchasing behaviour (Handoko, 2016)
Product variety	Product diversity plays a very important role in shaping consumer preferences and buying behaviour (Tarunay & Pratama, 2024).
Logistics service reliability	The tangibility, reliability, responsiveness and assurance of express logistics services all have a direct impact on consumer satisfaction and purchasing behaviour (Dar, 2023).
Pickup point facilities	The completeness of facilities has a significant impact on customers' willingness to buy and loyalty (Purbasari, 2019).
Group leader friendliness	The "friend role" of the tour manager plays a positive role in increasing consumers' trust and purchase intention (Ying, Ji, Shi, & Wang, 2022).
Review information credibility	The credibility and usability of online reviews significantly influence consumers' purchasing decisions, with credible reviews being preferred by consumers (Holleschovsky & Nina Isabel, 2015).

3. Research Design for Influencing Factors

3.1 Research Methodology

In this study, the influencing factors of customers' choice of community group-buying e-commerce platforms are derived through literature collation, a questionnaire is designed using a Likert scale, and finally regression analyses are conducted to verify the degree of influence of the nine variables on customers' willingness to choose. Based on the above literature, the research hypotheses are derived as follows:

H1: Platform reputation has a significant positive impact on customers' choice intentions.

H2: Platform usability has a significant positive impact on customers' choice intentions.

H3: Facilitating conditions have a significant positive impact on customers' choice intentions.

H4: Product quality has a significant positive impact on customers' choice intentions.

H5: Product variety has a significant positive impact on customers' choice intentions.

H6: Logistics service reliability has a significant positive impact on customers' choice intentions.

H7: Pickup point facilities have a significant positive impact on customers' choice intentions.

H8: Group leader friendliness has a significant positive impact on customers' choice intentions.

H9: Review information credibility has a significant positive impact on customers' choice intentions.

3.2 Research Model

On the basis of the research hypotheses, a research model of the factors influencing consumers' willingness to choose community group-buying e-commerce platforms is constructed. The model takes nine factors, namely platform reputation, platform ease of use, promotion conditions, product quality, product variety, logistics service reliability, pickup point facilities, head proximity, and review information credibility, as independent variables and willingness to choose as the dependent variable, as shown in Figure 1:

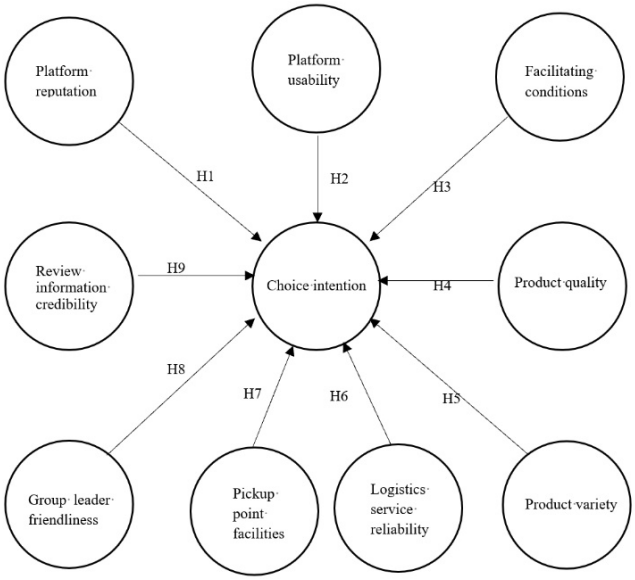

Figure 1. The model of this study

3.3 Questionnaire Design

3.3.1 Scale Design

The questionnaire was designed using a Likert scale, and the design of the items was based on existing mature scales and relevant studies in the field of community group purchasing, which were evaluated and revised by experts in the field of business management to ensure that the breadth and depth of the question design complied with the requirements of content validity and expert validity. In addition, the data of the study were derived from the real purchasing experiences of the respondents to ensure that the measurements were relevant to professional practice, and these measures indicated that the study possessed a high degree of face validity and ensured the comprehensiveness and accuracy of the assessment. Specifically shown in Table 2:

Table 2. Questionnaire

Variable name (Source)	Serial number	Subject	Variable name (Source)	Serial number	Subject
Platform reputation (Zahara, 2021)	A1	I feel that the community group buying platform has a good reputation in the market.	Logistics service reliability (Hong, 2019）	F1	The packaging of the goods I bought from this community group buying platform was intact.
	A2	I think the community group buying platform has a good reputation among consumers.		F2	The logistics service of the community group-buying platform makes me feel safe

Variable name (Source)	Serial number	Subject	Variable name (Source)	Serial number	Subject
					and reliable.
	A3	I think the community group buying platform is trustworthy.		F3	I think the logistics service of the community group-buying platform can accurately deliver the goods to the designated location.
	A4	The good reputation of the community group buying platform makes me more likely to use it.		F4	After purchase, the community group-buying platform can provide me with accurate logistics information.
	A5	The reputation of the platform is an important factor in my choice.		F5	I am satisfied with the logistics service of the community group buying platform.
Platform usability (Badir, 2020; Parasuraman, 2005)	B1	I think the smooth operation of the platform makes me more willing to use it.	Pickup point facilities (This study proposes)	G1	I would choose a community group buying platform that has good facilities at the pickup point.
	B2	I think the community group buying platform is easy to use.		G2	The availability of cold storage cabinets at the pick-up point would make my choice of the platform.
	B3	I can easily shop using this community group buying platform.		G3	I think the infrastructure at the pick-up point is functional.
	B4	The features of the community group buying platform allow me to quickly find the products I need.		G4	I think the cold storage facilities at the self-collection point ensure the quality of goods.
	B5	I found the process of operating the community group buying platform to be smooth.		G5	I am satisfied with the overall facilities and equipment of the pick-up point.
Facilitating conditions (This study proposes)	C1	The closer the pickup point is, the more likely I am to choose a community group buying platform to shop at.	Group leader friendliness (This study proposes)	H1	The head of the group was very friendly with me when I picked up the item.
	C2	I think the pickup point of this community group buying platform is located in a convenient place.		H2	The regiment chief was proactive in helping me with missing merchandise.

Variable name (Source)	Serial number	Subject	Variable name (Source)	Serial number	Subject
	C3	My home is close to the community group buying platform's pick-up point.		H3	The regiment chief maintained good interaction with me.
	C4	It is easy for me to reach the location of the pick-up point.		H4	I am very satisfied with the service attitude of the group leader.
	C5	I have the option of picking up at the pickup point on my own time.		H5	The friendly attitude of the group leader made me want to use this community group buying platform.
Product quality (Davis, 1989)	D1	I think the quality of goods on this community group buying platform is good.	Review information credibility (Park et al., 2007)	I1	I believe the reviews of items posted on community group buying platforms are genuine.
	D2	I would be concerned about the expiration date and expiration date of the goods.		I2	I often choose goods from community group buying platforms based on the content of the reviews.
	D3	I think the production date of the goods on this community group buying platform is quite new.		I3	Real review information will make me choose to use the platform.
	D4	The goods I buy from this community group buying platform are quite fresh.		I4	The objectivity and authenticity of the product reviews make me trust the platform more.
	D5	The freshness of the goods will influence my choice of that community group buying platform.		I5	Real reviews are an important factor for me to choose this community group buying platform.
Product variety (Tarunay, 2024)	E1	I think the community group buying platform has a wide range of goods.	Choice intention (This study proposes)	J1	I would prioritize shopping on this community group buying platform.
	E2	The community group buying platform goods can meet my daily needs.		J2	I would prioritize shopping on this community group buying platform.
	E3	I can find a variety of items I need on the community group buying platform.		J3	I would prefer this platform over other community group buying platforms.
	E4	I like that the community group buying platform has a		J4	I am more likely to recommend this community

Variable name (Source)	Serial number	Subject	Variable name (Source)	Serial number	Subject
		wide variety of products.			group buying platform to people around me.
	E5	The abundance of merchandise on a community group buying platform influences my choice.		J5	I will continue to use this community group buying e-commerce platform in the future.

3.3.2 Data Collection

In this study, the questionnaires were distributed and collected through online channels. The questionnaires were distributed through the online platform starting on 16 September 2024 and the collection ended on 1 October 2024.

4. Data Analysis

4.1 Descriptive Statistical Analysis

A total of 559 questionnaire data were collected in this study, in which some invalid questionnaires were excluded, including respondents who had not used community group-buying e-commerce platforms, failed lie detector questions and questionnaires with too short an answer time, and finally 531 valid questionnaires were obtained.

Descriptive statistical analysis of the 531 samples collected shows that the proportion of males is 51.40% (273), and the proportion of females is 48.60% (258), with slightly more males than females, which shows that the degree of male's use of community group-buying e-commerce platforms is gradually increasing today. A total of 388 people are aged 21–40, accounting for 73% of the total, indicating that the young and middle-aged groups are the main community group-buying consumer groups. The proportion of people with bachelor's degree and above is 54.40%. The proportion of respondents with an average monthly disposable income of RMB 3,001 and above is higher, accounting for 51.20 % in total. In terms of occupation, the number of company employees was the highest, accounting for 45.40 %.

This study conducted a group analysis of consumers with different demographic characteristics, specifically including gender, age group, and education level:

Gender Differences: Female consumers are more inclined to focus on product quality and variety, while male consumers pay more attention to the reliability of logistics services.

Age Differences: Young consumers (21–30 years old) value platform usability and online reviews, tending to make subjective judgments; middle-aged consumers (31–40 years old) focus on product quality, logistics reliability, and platform reputation, with greater attention to the friendliness of the group leader; older consumers (50 years and above) are more

concerned about pickup point facilities and group leader services, sensitive to platform operation difficulty, and tend to prefer traditional products.

Education Level Differences: Highly educated consumers focus on the reliability of information and product diversity, paying attention to the source of products and being cautious about the authenticity of reviews; less educated consumers pay more attention to the practicality and simplicity of the platform, rely on recommendation functions, and highly value brand and logistics accuracy.

These results indicate that different demographic characteristics indeed lead to significant differences in consumers' decision-making when choosing community group buying platforms, suggesting that platforms should optimize their operational strategies based on their target groups.

4.2 Reliability Analysis

Reliability analysis is mainly used to assess the internal consistency and stability of questionnaire results. When measuring the reliability of a Likert scale, Cronbach's α coefficient is generally used. When the α coefficient exceeds 0.8, it indicates that the scale has high reliability. The overall Cronbach's α coefficient of the sample is 0.964, indicating that the sample has a high level of internal consistency and that the reliability of the questionnaire research results is high.

Separate reliability analyses were conducted for each variable in the scale, and the Cronbach's alpha coefficients for each of the variables of platform reputation, platform ease of use, facilitating conditions, product quality, product variety, reliability of logistics services, pickup point facilities, head proximity, credibility of evaluation information, and willingness to choose were 0.902, 0.904, and 0.899, respectively, 0.879, 0.896, 0.902, 0.895, 0.895, 0.895, 0.891, indicating that the variables have high reliability and can be used in the next step of the study.

4.3 Validity Analysis

Validity is used to assess the effectiveness of questionnaire data. Factor analysis is one of the main methods for testing construct validity, with the KMO value and Bartlett's test of sphericity commonly used to evaluate the feasibility of factor analysis. Generally, a KMO value greater than 0.7 indicates that the scale has good validity and is suitable for factor analysis. The tests show that the KMO values for all variables exceed 0.7, and the significance level of Bartlett's test of sphericity is below 0.05, with a p-value of 0.000, indicating that the scale is appropriate for factor analysis.

The rotated factor loading matrix represents the correlation between each variable and the principal components. The loading value indicates the strength of the relationship between the corresponding variable and the principal component; the higher the loading value, the closer the relationship. Below are the variables and their loading values: platform reputation (0.738–0.769), platform usability (0.704–0.762), facilitating conditions (0.706–0.774), product quality (0.712–0.759), product variety (0.719–0.781), logistics service reliability

(0.726–0.775), pickup point facilities (0.746–0.763), group leader friendliness (0.718–0.776), credibility of review information (0.751–0.792), and choice intention (0.681–0.721).

4.4 Correlation Analysis

Correlation analysis is a statistical method used to assess the strength and direction of the linear relationship between variables in a model. In this study, Pearson correlation coefficient was used in order to explore the relationship between the nine independent variables and consumers' willingness to choose community group-buying e-commerce platforms. As shown in 0, the correlation coefficients between choice intention and the nine independent variables are all greater than 0.4, indicating a positive correlation. Among them, platform usability, logistics service reliability, facilitating conditions, pickup point facilities, group leader friendliness, and platform reputation have the most significant impact on choice intention, with correlation coefficients of 0.542, 0.529, 0.528, 0.516, 0.516, 0.511, respectively, suggesting that these factors play a crucial role in influencing customers' choice intentions. The credibility of review information has the smallest correlation coefficient, indicating a positive but relatively weaker impact on choice intention.

Table 3. Correlation analysis

	Platform reputation	Platform usability	Facilitating conditions	Product quality	Product variety	Logistics service reliability	Pickup point facilities	Group leader friendliness	Review information credibility	Choice intention
Platform reputation	1									
Platform usability	0.456**	1								
Facilitating conditions	0.457**	0.550**	1							
Product quality	0.419**	0.458**	0.432**	1						
Product variety	0.455**	0.460**	0.449**	0.411**	1					
Logistics service reliability	0.444**	0.480**	0.483**	0.421**	0.431**	1				
Pickup point facilities	0.476**	0.432**	0.471**	0.375**	0.420**	0.441**	1			
Group leader friendliness	0.447**	0.500**	0.445**	0.416**	0.453**	0.449**	0.465**	1		
Review information credibility	0.401**	0.439**	0.411**	0.438**	0.387**	0.451**	0.384**	0.423**	1	
Choice intention	0.511**	0.542**	0.528**	0.494**	0.486**	0.529**	0.516**	0.516**	0.412**	1

Note. * $p<0.05$, ** $p<0.01$.

4.5 Regression Analysis

Regression analysis is a statistical method used to study the relationship between independent and dependent variables. Through regression analysis, the effect of independent variables on dependent variables can be quantitatively assessed, theoretical hypotheses can be verified, the role of factors can be quantified, and the fit of the model can be assessed. In this study, customers' willingness to choose a community group-buying e-commerce platform was regressed against nine variables: platform reputation, platform usability, facilitating conditions, product quality, product variety, logistics service reliability, pickup point facilities, group leader friendliness, and Review information credibility, and the following results were obtained.

Table 4. Regression analysis of 9 variables with willingness to choose

Variant	Unstandardized coefficient		Standardized coefficient	t	Sig.	Covariance statistics	
	B	Standard error	Beta			Tolerance	VIF
(Constant)	-0.463	0.215		-2.152	0.032		
Platform reputation	0.122	0.042	0.116	2.893	0.004	0.609	1.642
Platform usability	0.138	0.043	0.134	3.176	0.002	0.545	1.834
Facilitating conditions	0.116	0.043	0.112	2.689	0.007	0.564	1.775
Product quality	0.150	0.043	0.136	3.497	0.001	0.651	1.537
Product variety	0.094	0.041	0.090	2.285	0.023	0.632	1.581
Logistics service reliability	0.159	0.043	0.150	3.717	0.000	0.601	1.665
Pickup point facilities	0.148	0.041	0.142	3.588	0.000	0.622	1.607
Group leader friendliness	0.126	0.043	0.119	2.945	0.003	0.598	1.672
Review information credibility	-0.007	0.041	-0.007	-0.171	0.864	0.657	1.522
R-squared	0.513						
Adjusted R-squared	0.504						
F	F=58.348，p=0.000						

4.5.1 Goodness-of-fit Test

The R-squared value of the regression equation is 0.513, and the adjusted R-squared value is 0.504, indicating that the model can explain approximately 50.4% of the variance in customers' choice intentions (dependent variable). This suggests that the model has a good fit and a certain explanatory power.

4.5.2 Significance Test of Regression Equation

The F-statistic of the regression equation is 58.348 with a p-value of 0.000, which is less than 0.05. This indicates that the regression model is significant overall, and all independent variables collectively have a significant impact on customers' choice intentions.

4.5.3 Significance Test of Regression Coefficients

By observing the unstandardised coefficients B and the significance of the T-tests in 0, we can see that platform reputation, platform usability, facilitating conditions, product quality, product variety, logistics service reliability, pickup point facilities, and group leader friendliness all have significant positive impacts on customers' choice intentions. This means that the better these factors are, the stronger the customers' intention to choose the platform. However, the credibility of review information does not have a significant impact.

As shown in Figure 2, by comparing the Beta values of the nine variables, the top three are logistics service reliability (0.150), pickup point facilities (0.142), and product quality (0.136), indicating that these three variables have the greatest impact on customers' choice of community group buying e-commerce platforms and are the primary influencing factors. Facilitating conditions (0.112), product variety (0.09), and the credibility of review information (-0.007) rank the lowest, suggesting that while facilitating conditions and product variety have some influence, their impact is relatively minor compared to other variables. Moreover, the negative Beta value for the credibility of review information indicates that customers' choice of community group buying platforms does not rely on review information. This could be because customers may prioritise actual experiences over online reviews, and there might be issues with fake reviews and manipulated ratings, affecting the credibility of the information.

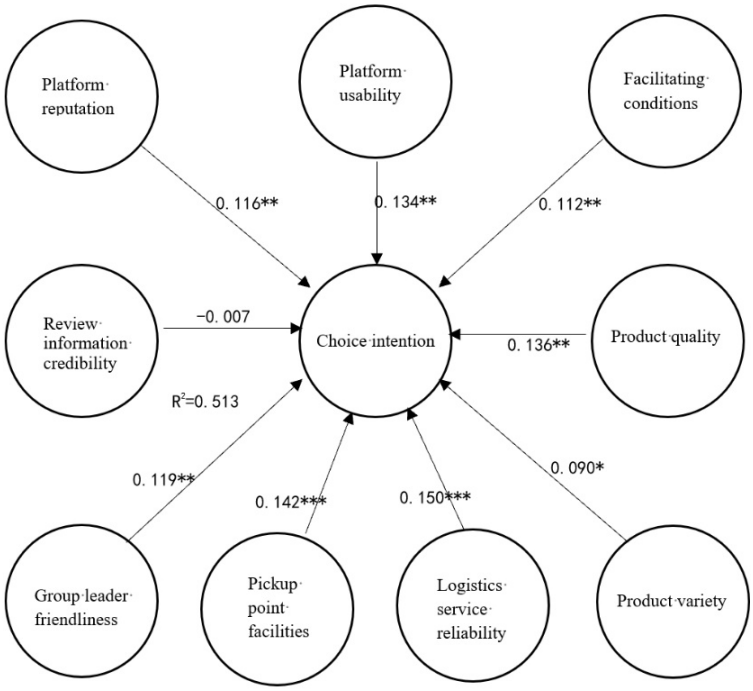

Figure 2. The model for this study

4.5.4 Tests for Multicollinearity of Variables

The table shows that the tolerance values for each independent variable are greater than 0.1 and the VIF values are less than 10, indicating that there are no multicollinearity issues among the independent variables. This means that each variable in the model is independent, and the results of the model are highly reliable.

4.5.5 Analysis of Hypothesis Testing Results

Based on the empirical analysis results above, the validation results of the research hypotheses in this paper are shown in Table 5 below:

Table 5. Validation of research hypotheses

Serial number	Hypothesis	Results
H1	Platform reputation has a significant positive impact on customers' choice intentions.	Be tenable
H2	Platform usability has a significant positive impact on customers' choice intentions.	Be tenable
H3	Facilitating conditions have a significant positive impact on customers' choice intentions.	Be tenable
H4	Product quality has a significant positive impact on customers' choice intentions.	Be tenable
H5	Product variety has a significant positive impact on customers' choice intentions.	Be tenable
H6	Logistics service reliability has a significant positive impact on customers' choice intentions.	Be tenable
H7	Pickup point facilities have a significant positive impact on customers' choice intentions.	Be tenable
H8	Group leader friendliness has a significant positive impact on customers' choice intentions.	Be tenable
H9	Review information credibility has a significant positive impact on customers' choice intentions.	Untenable

This study includes 9 hypotheses. Except for Hypothesis 9, which states that the credibility of review information does not significantly influence customers' choice intentions, all other hypotheses are supported. The reasons for the non-significance of Hypothesis 9 are explored as follows:

Manipulated Positive and Negative Reviews: Some merchants enhance their reputation by manipulating positive reviews or pretending to patiently address negative reviews, making it difficult for consumers to judge the authenticity of reviews. As a result, the review system becomes a marketing tool for merchants rather than an important reference for consumer decisions.

Consumer Misguidance: Due to the presence of fake reviews, consumers may make incorrect purchase decisions based on "positive reviews," leading to product quality or service experience not meeting expectations, which further reduces their trust in review information.

Weakening of Negative Reviews: In pursuit of high positive review rates, merchants and platforms take various measures to weaken neutral and negative reviews, such as actively contacting buyers to offer discounts or compensation to delete negative reviews. This behavior further affects the authenticity of reviews.

Subjectivity and Complexity of Review Information: Consumers' needs and expectations for products vary, resulting in highly subjective reviews. This not only increases the complexity of review content but also reduces its reference value.

5. Conclusions and Suggestions

5.1 Conclusions

This study focuses on the factors influencing customers' choice of community group buying e-commerce platforms, constructing a multiple linear regression model to reveal the varying degrees of impact of nine factors on customers' choice intentions. The conclusions drawn are as follows:

Logistics service reliability, pickup point facilities, and product quality are the main factors influencing customers' choice of community group buying e-commerce platforms, while the credibility of review information does not have a significant impact on customers' choice intentions. With the growing popularity of online shopping, efficient and secure logistics services help enhance customer satisfaction, encouraging them to choose the platform for their purchases. Convenient pickup point facilities and well-maintained refrigeration equipment ensure the quality of fresh food, reduce customers' collection costs, and thus increase their intention to choose the platform. Regardless of the field, product quality remains the fundamental basis for customer shopping. High-quality products not only meet customer needs but also build a good platform reputation, thereby attracting more users to choose the platform. However, the credibility of review information does not have a significant impact on customers' choice intentions, indicating that customers do not overly rely on review content when selecting community group buying e-commerce platforms. There may be some fake information or manipulated reviews in the platform's shopping comments, which can undermine the credibility of reviews and affect customers' decisions. Overall, these factors reflect customers' comprehensive pursuit of shopping experiences, suggesting that when researching the influencing factors of community group buying e-commerce platforms, more attention should be paid to customers' actual experiences and needs.

5.2 Suggestions

Based on the content and conclusions of this study, the following Suggestions are made from the perspectives of national regulation, community group buying e-commerce platforms, merchants, and customers, in order to optimise the operation of the community group buying e-commerce industry on various levels and further improve the customer shopping experience:

1) State regulation

National regulators should formulate unified industry standards for community group purchasing. The standards should specify the minimum requirements for platforms in operation to protect consumer rights and interests. Regularly review the implementation of each platform, and take punitive measures such as deadline rectification or suspension of operation for platforms that fail to meet the standards.

Introduce a nationally unified credit evaluation system for community group-buying platforms and merchants, which dynamically reflects the credibility of platforms and

merchants through dimensions such as consumer ratings, complaint rates and resolution rates. This credit evaluation should be linked to the operating qualifications of enterprises, further forcing them to improve their service quality. Taking Meituan Youxuan as an example, this platform conducts a comprehensive evaluation of merchants through a merchant credit rating system. Based on consumer ratings and complaint data, it provides incentives such as traffic support and preferential policies to high-quality merchants. Conversely, merchants with poor credit receive warnings, activity restrictions, or even expulsion from the platform. This mechanism encourages merchants to improve their product quality and service levels to enhance their credit ratings and gain development opportunities.

Encourage logistics enterprises and community group-buying e-commerce platforms to implement green logistics policies through incentives such as tax breaks or policy subsidies. JD Logistics promotes the use of new energy vehicles and optimizes delivery routes for community group buying distribution, obtaining government subsidies and tax incentives to reduce costs and pollution. After implementing green logistics policies, they can reduce carbon emissions by over 35,000 tons annually, improve delivery efficiency by 15%, and enhance customer satisfaction while also boosting the company's competitiveness.

2) Community group-buying e-commerce platforms

Simplify the transaction operation of the platform. Recommend hot-selling commodities in the homepage interface or automatically recommend commodities according to the consumer's frequent purchase records, while increasing the function of one-key order, but also provide a variety of payment methods to facilitate consumers to quickly complete the payment. For example, Pinduoduo's community group buying service "Duoduo Maicai" sets up recommendation sections such as "Today's Hot Deals" and "Flash Sales," using user behavior data to provide personalized recommendations. It also offers multiple payment options for one-click purchasing, simplifying the shopping process. This approach has significantly increased customer retention rates.

Establish a high-density distribution network. The platform can add more small distribution outlets in areas with dense community group-buying orders, establish a high-density distribution network, and improve the accuracy and timeliness of end-of-line distribution.

Group leader management and training. In order to guarantee the quality of products, the platform should equip the headman with cold storage facilities and regularly maintain the equipment. In addition, it is necessary to train the head of the cold chain management and preservation skills.

Increase a variety of after-sale compensation methods. The platform should expand after-sale compensation methods, such as issuing free experience coupons for commodities, consumption coupons, points, etc., to provide more diversified compensation options and enhance the linkage between various businesses within the platform and user stickiness.

3) Merchants

Merchants should provide detailed commodity descriptions (origin, ingredients, shelf life, net

content, commodity specifications, etc.), to avoid ambiguous descriptions, to ensure that the commodity information provided is consistent with the actual situation, and if there is a difference, the specific differences must be explained in detail, so as not to mislead consumers.

Continuous enrichment of product categories and preferential activities. Merchants update their product lines based on consumer data and launch seasonal and holiday-themed products to increase user participation and activity.

Merchants should carry out strict quality inspection of the products they sell, certify the quality of the products through third-party quality inspection organisations before they are put on the shelves, and disclose the quality inspection reports to consumers to increase the transparency of the information on the quality of the products.

4) Consumers

Rational consumption. Consumers themselves should avoid blind consumption, not only focus on price, but also consider product quality, platform services and logistics experience to make a comprehensive judgement, choose more cost-effective goods and services.

Actively participate in the evaluation. Consumers should actively leave a real evaluation after the completion of shopping, in the evaluation should also try to be objective and detailed, if there are special circumstances listed specific problems or highlights, so that the platform and merchants can make targeted adjustments based on this information to further optimise products and services.

5.3 Limitations

This study has limitations in terms of region, sample structure, research model, and data collection methods, which may affect the general applicability of the results. The questionnaire data for this study was mainly collected online, making it difficult to fully represent different consumer groups. In terms of sample structure, although it covers different genders, ages, education levels, and occupations, certain groups have smaller sample sizes, such as the elderly consumer group. This is because the elderly generally have a lower willingness to fill out questionnaires, resulting in a lower proportion of this group's data collection in the study.

Regarding the research model, the community group buying industry is rapidly evolving, and consumer demands are continuously changing. Although this study included nine influencing factors, there may be other important factors not considered in actual consumption scenarios, such as consumer interests, social influences, platform price advantages, and marketing stimuli, which may limit the model's explanatory power of overall consumer behavior.

Lastly, in terms of data collection methods, online surveys are less likely to collect data from consumers who do not frequently use the internet, and some respondents may not complete the questionnaires diligently, leading to a decrease in data quality.

In conclusion, while this study reveals the main factors influencing consumers' choice of

community group buying e-commerce platforms, the above limitations may affect the general applicability of the research results. Future research can further explore the potential interactions between factors influencing consumer choice intentions, expand the sample range, optimize the research model, and use various data collection methods to improve the accuracy and applicability of the research. This will better provide theoretical support and practical guidance for the development of community group buying e-commerce platforms.

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