

Research on the Current Situation and Development Path of Community Group Buying in Rural Areas

-- Taking Bengbu City, Anhui Province as an Example

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Abstract

Since the outbreak, the rural community group buying platform has relied on new Internet technology and the emerging logistics system to optimize the development path of traditional e-commerce. While further improving the supply chain of agricultural products, it has effectively integrated various resources and connected consumers. Individual needs. This also allows group buying in rural communities to rise to the first-tier cities and sink to the 18th-tier townships. With the comprehensive promotion and development of "rural revitalization", the rural consumer market is changing with each passing day. Looking at the present, community group buying in many first- and second-tier cities is intensifying competition with the help of capital, but in rural areas, most of them are still in their infancy. Combining the consumption habits of rural residents, consumption pain points, and the demand for docking between the production side and the demand side, we found that group buying in rural communities has a high degree of fit with the rural consumer market. The sinking of the market and the successive introduction of a series of inclusive policies will bring more support to the promotion and use of community group buying in rural areas. Rural community group buying is becoming a new direction and new force for the revitalization of rural development. The development prospect is broad and worth looking forward to.

Keywords

Rural Revitalization; Poverty Alleviation; Machine Learning; Community Group Buying in Rural Areas; Bengbu City; Anhui Province.

1. Background

In recent years, with the rapid development of the WeChat ecosystem and mobile payment, group buying in rural communities has gradually become one of the new retail business models. The so-called rural community group buying refers to a shopping and consumption behavior of resident groups in real living communities, a regionalized, niche and localized group buying model based on real communities. Compared with traditional e-commerce, group buying in rural communities has different advantages such as low customer acquisition costs, low logistics and distribution costs, and low capital and inventory risks.

Although the rural community group buying started relatively late, it is developing rapidly. From the initial stage in 2016, with QQ groups and WeChat communities as the main carriers, and then to the large-scale development in 2018 and 2019, group buying in rural communities has entered the stage of large-scale expansion of product expansion and area expansion. After the outbreak of the worldwide epidemic at the beginning of 2020, large and small rural community group buying platforms and extremely active community group buying on WeChat

have sprung up all over the country and quickly entered the family life of residents. Relying on the WeChat group established by the community, shopping information such as fresh food, department stores, and food continuously appears in the group. More and more users, even middle-aged and elderly people, have changed the traditional shopping methods in the past and are increasingly accepting this "can't see each other", the e-commerce group buying in rural communities ushered in explosive growth. The capital of major Internet giants is pouring in continuously, and the current market competition pattern has developed to a very intense stage. In 2021, the market size of community group buying will reach 120.51 billion yuan. According to the forecast of professional institutions, it is estimated that by the end of 2022, the market size of China's rural community group buying will reach 150 billion yuan. Rural community group buying has become an important force in new retail.

As a new model improved from the traditional O2O model, group buying in rural communities mainly guides traffic through social platforms such as WeChat and QQ, and connects users in the community with the Internet platform through the converter-like medium of the group leader. The head of the team played a pivotal role in the process of whether this operating model can run smoothly. According to the data, we can see that this operating model has a lukewarm response in the first-tier cities, but it has aroused users' admiration in the second- and third-tier cities. The fast-paced life in the first-tier cities leads to a huge population flow. The role that the team leader can play At the same time, the first-tier commodity retail formats have met people's needs. Therefore, in first-tier cities, this consumption pattern is rather tepid. It can be seen that due to social factors, the sinking market has become the core battlefield for the development of group buying in rural communities. Based on this, it is imperative to investigate the current situation of the use of group buying in rural communities and the willingness of consumers to behave.

2. Literature Review

Community group buying is a new model based on the development of traditional e-commerce. It is deeply integrated with modern Internet technology and logistics network, creating a community-based marketing and distribution system, and meeting the differentiated needs of consumers under the new business model. Group buying in rural communities promotes resource integration and satisfies consumer experience. Wang Chengrong [3] (2020) believes that under the impact of the new crown epidemic, my country has turned to an economic development model based on internal circulation, and has built a new supply chain and industrial development system. As a derivative model of the end of new retail, rural community group buying fits the real new consumption situation and effectively integrates multi-channel resources, so as to more fully and effectively meet the real needs of consumers.

Rural community group buying relies on emerging logistics to enhance consumer experience. Zhang Xiaoqin [4] (2020) believes that starting from the perspective of 2B and 2C logistics models, and analyzing the differentiated services of enterprises from the perspective of combining Internet technology and intelligent logistics, the emerging intelligent logistics system effectively guarantees routine life. The convenient and fast supply of daily necessities and fresh goods optimizes the consumer experience. Ma Chen and Wang Dongyang [5] (2019) believe that organically combining the circulation of agricultural products with emerging Internet technologies and emerging logistics systems will promote the upgrading of digital and intelligent industries and meet the differentiated needs of consumers.

Since the outbreak of the epidemic, the rural community group buying platform has relied on new Internet technology and the emerging logistics system to optimize the development path

of traditional e-commerce, further improve the supply chain of agricultural products, and effectively integrate various resources to connect with the individuality of consumers' demand. The community group buying model has opened up a new path for the development of e-commerce, and it has upgraded the definite circulation relationship between stores and houses to the definite relationship between stores and communities. In a sense, group buying in rural communities is the first time that the business model, platform organization mechanism, and the advancement of front-end experience prices have been unified. But at the same time, problems exposed by group buying in rural communities, such as relatively serious excessive product homogeneity, vicious price competition, and unsound information creation, have caused some products that could have been sold in the market for a long time to die quickly. Therefore, in view of the advantages and difficulties of the group buying model in rural communities, we explored by consulting the practical content and results of previous scholars. As an emerging business model, community group buying has its own unique advantages. Many scholars have conducted practical explorations on its advantages. Zhang Wei [6] (2019) believes that rural community group buying has low cost, light assets, and adopts The characteristics of the pre-sale system, these characteristics ensure the stable cash flow of group buying in rural communities, making it easier for continuous development and expansion. Wu Xing [7] (2020) believes that the advantages of group buying in rural communities lie in low operating costs, good quality control efficiency and effects, and a simple and easy-to-replicate operating model. Wang Xiaofang [8] (2020) pointed out that the advantages of group buying in rural communities are reflected in the low cost of customer acquisition and high quality after-sales service. Chen Jia [9] (2020) believes that the rural community group buying model can target consumer groups through group leaders, carry out more precise marketing, and promote repurchases through social means and reduce inventory preparation through pre-sales. It has become an advantage of the group buying model in rural communities.

At the same time, many scholars also pointed out the problems existing in the group buying model in rural communities, and analyzed the main difficulties faced by its development. Geng Lili [10] (2019) believes that group buying in rural communities is facing difficulties that need to be solved urgently, such as difficulty in ensuring stable quality of fresh food categories, and low loyalty of group leaders. Wang Xiaofang, Li Wei, Sun Liang[11] (2020) believe that the threshold for group buying in rural communities is low, the degree of homogeneity is high, there is a lack of innovation vitality, the industry competition is very fierce, and it may fall into long-term vicious price competition. Conducive to the good development of the industry ecology. Zheng Shaohua and Liu Ting [12] (2020) pointed out that the current group buying model in rural communities has multiple problems such as restricted commodity categories, difficulty in guaranteeing the management autonomy of group leaders, and fierce market competition.

3. Based on Descriptive Statistical Analysis, Research on People's Attitude Towards Group Buying in Rural Communities

From the 856 valid questionnaires we collected, we obtained some relevant information about group buying in rural communities from all walks of life including all villages and towns in Bengbu City. Among them, the nine-to-five office workers accounted for the largest proportion, and their income levels also belonged to the working class. Judging from the data, subjective factors such as the geographical distribution and income distribution of the interviewees have limited influence on the willingness to participate in group buying in rural communities. People who often participate in group shopping in the form of group buying in rural communities are office workers who lack shopping time, freelancers who are accustomed to trendy and avant-garde lifestyles, students who have more relaxed personal time and sufficient offline

purchasing opportunities And housewives also showed obvious enthusiasm for group buying in rural communities.

3.1. Attitude Towards the Choice of Commodity Purchase Method

Regarding the choice of shopping methods, about 11.21% of the respondents tend to choose to go to large supermarkets for offline purchases. Shopping through e-commerce platforms such as Taobao and JD.com accounted for about 19.63%. The proportion of respondents who are willing to choose to go to the vegetable market for traditional purchases is about 26.17%. And 42.99% of the respondents are willing to purchase goods through group buying in rural communities. It can be seen that the emerging shopping method of group buying in rural communities has a considerable mass base.

3.2. The Propensity to Use the Rural Community Group Buying Platform for Shopping

When counting the number of times people use the rural community group buying platform every week, the data we obtained shows that about 32.39% of the respondents said that they only shop on the rural community group buying platform once a week. About 50.70% of the respondents indicated that they would shop on group buying platforms two to three times a week. And 16.90% of the respondents indicated that they would shop at least three times a week on the rural community group buying platform.

3.3. Reasons for Choosing Group Buying in Rural Communities

When we explored the reasons why people choose group buying in rural communities, we concluded from the feedback given by the interviewees that 17% of the respondents chose group buying in rural communities because the pick-up point is closer to home and more convenient. Group buying in rural communities; 24% of the respondents said that the price of group buying products is lower than that of supermarkets and vegetable markets, and the discounts are relatively large; 27% of the respondents said that online shopping is convenient and easy to operate 21% of the respondents said it was because of the guaranteed quality of the group buying products; and a considerable number of respondents said that they chose the rural community group buying platform only because of the mentality of trying.

3.4. Are You Willing to Recommend the Used Rural Community Group Buying Platform to Your Friends?

When promoting and popularizing the rural community group buying platform through existing platform users, 69.48% of the respondents said they would be willing to recommend the rural community group buying platform to their friends; 20.66% of the respondents said they would consider recommending the rural community group buying platform to their friends Community group buying platform; however, the proportion of respondents who are unwilling to recommend rural community group buying to their friends is still 9.86%.

4. Analysis of the Current Market Situation of Group Buying in Rural Communities

4.1. The Government's Attitude Towards Group Buying in Rural Communities: Diversified

4.1.1. The State Takes a Cautious Attitude Towards Capital Represented by Group Buying in Rural Communities

Different from ordinary people's vague attitude towards group buying in rural communities, the state has always been cautious about what capital does and will never condone it. As a commodity wholesale, circulation and retail industry that absorbs a large number of labor and

employment, it has always been a key direction of national encouragement and protection because it involves people's livelihood. During the epidemic, due to the inconvenience of people going out at home, group buying in rural communities has sprung up like mushrooms after rain. But while promoting the economy, the model of group buying in rural communities inevitably exposes many problems. For example, group buying in rural communities unrestrainedly invades the living space of traditional industries, disrupts the price system, and is accompanied by many problems such as big data familiarization, product quality control, etc., and even price fraud methods appear to lure consumers into fraudulent transactions with them. consumer phenomenon. In order to standardize the market and punish illegal behaviors, relevant government departments have taken effective measures to rectify all kinds of chaos in group buying in rural communities. In March 2021, the State Administration for Market Regulation issued administrative fines to a number of rural community group buying platforms from the perspective of "competing with unfair prices". This move is intended to show that the state's regulatory attitude towards group buying in rural communities has changed significantly, and the monopoly behavior of business giants in the field of "vegetable basket" and people's livelihood has become more stringent, which has a negative impact on the development and supervision of group buying in rural communities It has the meaning of weather vane.

4.1.2. With the Vigorous Development of the Digital Economy, the Transformation of Traditional Industries is Imperative

Merchants who carry out digital reform first to cooperate with platforms or adopt online and offline business models have already tasted the dividends of change and obtained objective excess profits. Under the competitive mode of survival of the fittest, this is bound to reshuffle the traditional industry, which will greatly promote the development and transformation of the industry. Combined with the accelerated digital transformation of traditional industries in recent years, digital technology has greatly promoted the construction and development of society and saved a lot of social operating costs. At the same time, poor people want to change. Many traditional industries have more or less undergone digital transformation. This has gradually become a trend and trend. New business models including group buying in rural communities, although for Traditional industries have brought a huge impact, but they are gradually accepted by the government and the public.

4.2. Strengthen Market Supervision

4.2.1. Build a Large-scale Standardized Trading Market

Group buying in rural communities firstly solves part of the purchase needs due to time, energy, or inconvenience or lack of willingness to go out to buy. At the same time, after the layout of rural areas, a certain scale and structure of commodity procurement, storage, and logistics systems will be established. In this way, group buying in rural communities will have great potential in exploring potential demand and purchasing power. It plays a huge role in promoting commodity exchange and macroeconomic development. Secondly, the traditional vegetable trade is a vegetable farmer-wholesaler-vegetable vendor-consumer model. Due to the small size of self-employed vegetable vendors and the lack of communication and cooperation with each other, or the coordination of trade unions, they lack bargaining power when facing large wholesalers alone, and the prices of vegetables have long been controlled by wholesalers. At the same time, as a large group of small-scale vegetable vendors, there are also good and bad phenomena within the group. Many operators have certain bad behaviors of shoddy goods, short-sighted goods, and forced buying and selling. It is impossible to solve relatively small problems in a nuanced manner only by state regulation. Rural community group buying platforms have strong bargaining power while accepting national supervision, which can effectively break this situation and promote the healthy development of the market. Furthermore, especially the unification and standardization of the traditional small-vendor-

style vegetable trading market from a large platform will help the country to unify taxation and increase tax revenue.

4.2.2. Strengthen Market Control and Guide Orderly Competition

The state is also wary of group buying in rural communities. From the perspective of consumers, since 2020, with more and more rural community group buying companies joining in, the intensity of competition in the rural community group buying industry has also increased sharply. In order to expand market share, major rural community group buying platforms have used various marketing methods such as subsidies for newcomers, special offers for newcomers, group joining, etc. What followed was encroaching on the living space of traditional industries, disrupting the price system, killing familiarity with big data, failing to pass product quality control, and many other problems, and even price fraud methods appeared to trick consumers into trading with them to deceive consumers. In the face of various chaotic phenomena in the early stage of the development of the group buying model in rural communities, relevant national departments have also quickly introduced relevant policies and regulations mainly around low-price dumping, big data killing, and product quality control. And once the platform has accumulated advantages relative to small vendors, it will form a monopoly to a certain extent. Once the monopoly advantage of the platform is formed, the service quality of the platform will inevitably decline, the transaction of goods violates market rules, and various phenomena of infringing on consumers' rights and interests will follow. In addition, from the perspective of self-employed vegetable vendors and retail stores, the price war in the early stage of group buying in rural communities has obviously impacted small-scale vegetable vendors and retail businesses. If the wanton expansion of group buying platforms in rural communities is allowed, it will inevitably bring a large number of small traders with operational difficulties and even bankruptcy and subsequent unemployment. Employment is an important factor affecting macroeconomics, and large-scale unemployment will inevitably cause economic growth to slow down or even stagnate and decline. A series of follow-up effects such as social turmoil will be a huge price for the society.

5. Conclusion

5.1. Attitude Towards the Choice of Commodity Purchase Method

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6. Suggestions

6.1. Government

Capital is born with the goal of value-added and profit-seeking. In the absence of government management, it is often impossible to solve the fierce contradictions with consumers through its own internal reforms. As a means of capital appreciation, rural community group buying requires the state to formulate reasonable policies and carry out appropriate supervision for its healthy development. For this reason, the state and the government should standardize the management and guidance of the platform economy from the following aspects.

Relevant government departments should widely solicit opinions from all walks of life, improve the construction of administrative regulations related to group buying in rural communities, and lay a legal foundation for the stable operation of the market. At the same time, the government market supervision department should actively carry out administrative guidance to standardize the order of group buying in rural communities, provide assistance and guidance to the standardized operation of relevant platform companies, help them understand the spirit of administrative regulations, and strictly abide by relevant rules and regulations in practical applications. When related violations occur, the market supervision department should actively take measures to strictly implement the relevant penalty standards, and should correct the violations and punish them as much as possible, use thunderous means to deter lawbreakers, and sound a sound for other practitioners alarm bell. It is recommended to continue to formulate and improve relevant regulatory regulations. While continuing to strengthen the supervision of traditional e-commerce, explore the regulatory methods and measures for new business forms of online consumption, so as to achieve full coverage of administrative supervision in the field of online transactions.

6.2. Enterprise

When residents conduct group buying in rural communities, the main factors they care about include product quality, product price, and platform service quality. The development of the platform should focus on customer-centricity, and always put the protection of consumers' rights and interests and the improvement of consumers' shopping experience in the first place.

Then the rural community group buying platform should start from the following consumers' concerns to improve the service level.

For the huge data-era cake of group buying in rural communities, the crazy influx of capital has led to unprecedented competition in the market, but if you just keep your head down and pick up "sixpence", when will you look up and see the moon. In today's world, data and algorithms based on the accumulation of the Internet, in addition to monetizing traffic, there is another way to open it, which is to promote technological innovation. To carry out scientific and technological innovation that wins the long-term future, no matter how large the traffic and data are, it is difficult to transform into hard-core scientific and technological achievements, and it is difficult to change our passive situation of being controlled by others in core technology. Therefore, those Internet giants with massive amounts of data and advanced algorithms should not only think about the flow of bundles of cabbage and cabbies of fruit purchased in rural communities. Their responsibilities should be more responsible for technological innovation. More business pursuits and more life deeds. The sea of stars of scientific and technological innovation, the infinite possibilities of the future, and more exciting!

6.3. Community

As the first recipient of the goods, the head of the delegation should perform inspection and acceptance obligations, especially for food. He should check whether the food packaging is intact and whether the label completely contains the producer's name, address, contact information, production date, shelf life, storage conditions, etc. According to the specified content, check whether the product is within the shelf life; after receiving the goods, the products should be kept properly, the products purchased or used by the head of the group should be separated from the consumer products, food and toxic and harmful items should be stored in separate areas, and stored in the way marked on the label. Those that need to be refrigerated should be placed in the refrigerator; consumers should be notified in time to pick up the goods or delivered to the door according to the agreement with consumers, especially products with a short shelf life should not be stored expired; for pick-up points that cannot be kept under constant care, try to avoid putting food. If necessary, monitor should be installed at the pick-up point to ensure that it can be checked afterwards; in case of product quality problems or other consumer disputes, records should be made, and the company should be notified as soon as possible and assist in solving the problem, so as to effectively protect the legitimate rights and interests of consumers.

6.4. Personal

Group buying often provides consumers with products or services at relatively low prices, and in the process, the relevant rights and interests of consumers are sometimes violated. For example, the actual product received is inconsistent with the platform introduction, and the product has obvious quality problems, etc. Because it is difficult to prove and infringe the immateriality of the object of rights, sometimes it is difficult for us to find a way to protect our rights and interests. Pictures do not represent exquisite products, and the quantity and quality are lower than expected, which can be smoothed out by the sentence "pictures are for reference only". As individual consumers, we should enhance our awareness of rights protection, counteract the dumping of low-quality goods, return and exchange goods through official channels on the platform, or report through consumer rights protection agencies, and dare to expose vile violations that affect market order and disrupt consumer experience. Behavior, so as to ensure that their own rights and interests can be protected.

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