On the Influencing Factors of Consumer's Purchasing Behavior in Online Group Buying—— Taking Group Buying of Catering as an Example

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Abstract. Group buying has been developing in full swing in China. Although it has not developed for more than ten years in the Chinese market, it has formed a certain scale. With the rapid development of economy, people have a higher pursuit of quality of life, and the number of dining out has also increased. As a new distribution channel for caterers, online group buying has a decisive impact on the development of catering industry. However, with the increase of negative media reports on group buying websites, people's attitudes towards group buying websites are gradually changing. In order to improve the chaotic group buying market, government departments are trying to improve the relevant legal system. With the characteristics of mass consumer gathering, online group buying websites pay more and more attention to consumers' behavior and psychology. Therefore, it is worth exploring the factors that can affect consumers' buying behavior.

Keywords: Online Group buying; Consumer Buying Behavior; E-commerce.

1. Introduction

The first group-buying website in China, Full Seat Network, was established in 2010. By June 2012, more than 6,000 group-buying websites had been established in China. However, unreasonable development soon led to the closure of more than 2,800 group-buying websites, with the closure rate as high as 48%. From the spectacular scene of "flowers blooming and birds contending" to the fact that a few oligarchs such as Dianping and Meituan websites control the whole group buying market, the situation of China's online group buying industry has undergone tremendous changes.

According to statistics, the turnover of group buying market in China reached 76.94 billion RMB in the first and second quarter of 2015. As the development of first-and second-tier cities is gradually saturated, the development of group-buying websites has met bottlenecks and began to attack third- and fourth-tier cities. At the same time, major websites have been trying to develop new products and services to change the business model in order to transform and upgrade the business model.

Based on the statistical survey data, combined with the analysis of the social environment, this paper formulates targeted strategies, which is conducive to group buying websites to improve their products and optimize user experience.

2. Literature Reviews

From the perspective of online shopping, some scholars believe that we should focus on the market channel and consumer characteristics. Some scholars have also proposed that the influencing factors of consumer buying behavior should be considered from both individual and social levels. The formation of consumer buying behavior includes not only the factors of consumers themselves, but also the attributes of commodities and the impact of social environment. It is the result of many complex factors. Scholars Lu Dongning and Duan Yahong put forward that online group buying is a way of collective purchasing on the Internet. They regard the Internet as a platform. Consumers spontaneously organize or organize a large number of consumers with the same purchasing intentions by specialized service organizations, so as to improve their bargaining power and obtain preferential prices lower than the retail price of the market from a large number of commodity purchases. This paper holds that online group buying is a consumption platform on the Internet. With this platform, a large number of consumers who do not know each other but have the same purchase intention are

gathered together, a large amount of funds are collected, negotiation capital with businesses is raised, and consumers can get lower prices with large quantities of commodities. At the same time, businesses can get scale benefits and other related benefits' new E-commerce mode.

3. Research Methods and Data Analysis

3.1 Model and Data Statistical Method

This paper carries out a questionnaire survey on the consumers' own feelings. Through the analysis of the three parties constituting the purchase behavior of group buying, together with the consumers' feelings about the use of group buying vouchers and consumers' purchase intentions, it designs a total of 20 indexes which may affect consumers' purchase behavior in the direction of group buying websites, caterers, group buying modes and purchase intentions. Likert scale, combined with the general personal information of consumers, constitutes a questionnaire, 150 questionnaires were issued and 109 valid questionnaires were retrieved. At the same time, data collection and deductive reasoning are used to analyze the impact of the whole social environment on consumer buying behavior.

Through the analysis of the four secondary indexes of group buying website, merchandise providers, group buying usage and purchasing willingness, as well as the individual characteristics of consumers and the analysis of the whole social environment, this paper puts forward a model of influencing factors of consumers' purchasing behavior in catering group buying, as shown in Figure 1.
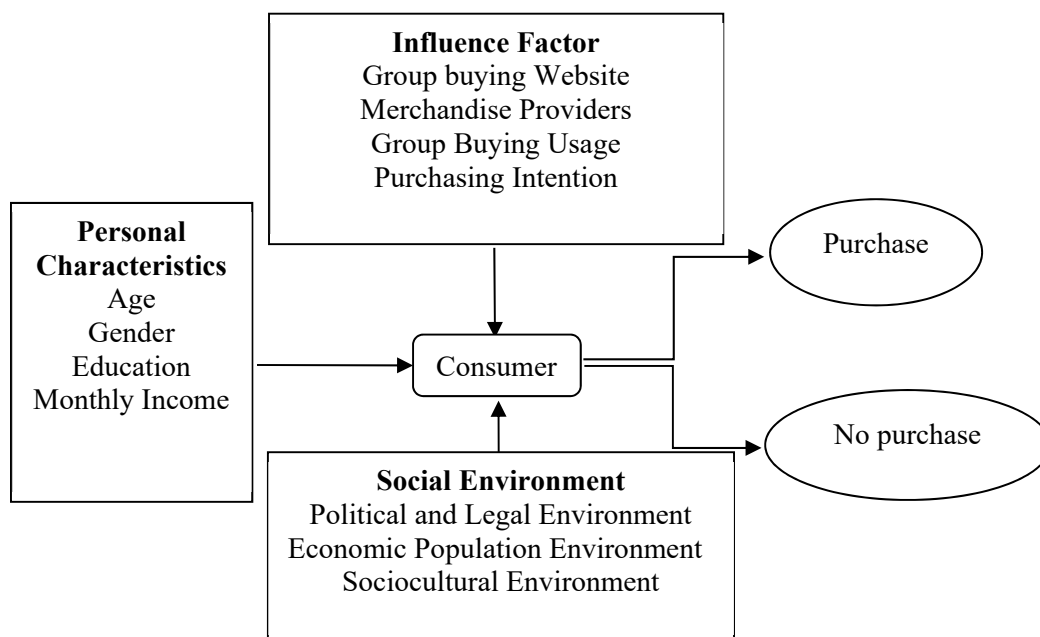

Figure 1. Influencing Factors Model of Consumer Purchasing Behavior in Catering Group Purchase

3.2 Analysis of Factors Influencing Purchase Behavior of Catering Group-Buying Consumers

3.2.1 Consumer Personal Characteristics

This paper investigates the personal characteristics of consumers, including age, gender, education and monthly income. According to the survey data, 38.53% of the consumers aged 18-25, 26.61% of the consumers aged 26-30, 22.94% of the consumers aged 31-40, and 88% of the group-buying users aged under 40 are young.

In the results of gender statistics, female consumers accounted for 53.21% and male consumers accounted for 46.79%. Although there was little difference between male and female in the survey data, the proportion of women in the survey was still higher than that of men. The degree of trust, price perception, pre-sale service and after-sale service are more sensitive factors for female consumers in online shopping.

More than 70% of the respondents were undergraduates and 14.68% were junior college students. The overall respondents had received relatively high education and had a relatively high understanding of the concept and mode of online group buying.

Table 1. Statistical Analysis of Income Samples in January

options	Frequency	Percentage	Effective Percentage	Accumulated Percentage
1000 Below	10	9.17%	9.17%	9.17%
1001-2000	17	15.6%	15.6%	24.77%
2001-3000	12	11.01%	11.01%	35.78%
3001-4000	18	16.51%	16.51%	52.29%
4001-5000	15	13.76%	13.76%	66.05%
5001-6000	11	10.09%	10.09%	76.14%
6001-7000	12	11.01%	11.01%	87.15%
Over 7001	14	12.84%	12.84%	100%
Total				100%

From the survey results, we can see that no matter what level of income, people will participate in group buying. It can be seen that the consumers who participate in group buying of catering will not be affected by income.

3.2.2 Factors of Group Buying Website

This paper puts forward ten indexes for group buying website analysis, as shown in Table 2. The survey results show that all the indexes exceed 3.5 points, indicating that the use feeling of group-buying websites, product information clarity and customer service indexes have a certain impact on consumer buying behavior.

Table 2. Indexes scores of group buying websites

Number	Indexes	Scores
A1	Easy to find what I want	3.83
A2	Has specific pictures and evaluations	3.79
A3	Can complete transactions easily and quickly	4.05
A4	My privacy is protected	3.64
A5	Has perfect security mechanism to protect online payment	3.95
A6	Has detailed descriptions of goods	3.77
A7	Has greater discount	3.85
A8	Customer service problem solving ability	3.74
A9	Has a perfect refund mechanism	3.8
A10	Dealing with customer complaints	3.74

Group buying website is the third-party connecting consumers and caterers. Its setting is very important. Consumers will have certain requirements in the aspects of purchase, payment, service and refund. Whether the website is used smoothly, whether the page is concise and easy to understand, the ability of customer service to solve the problem, the convenience and timeliness of refund, and the handling of complaints and other aspects, affect consumers' buying behavior everywhere.

Table 3. SWOT Analysis of Group Buying Websites

	Group-Buying Website
S	(1) Enterprises are relatively young, but the age of the enterprises management is on the low side. (2) Investment preference is attractive to investors. (3) Talent advantage.
W	(1) Industry ceiling. The merger of the Meituan and Dianping websites did not change the business model and internal competitiveness. (2) Difficulties in transition. Domestic group buying websites have not changed their profit sources in the business model.
O	(1) Perfecting political laws and regulations. Our country is increasingly improving the legal norms related to e-commerce. (2) Market share. The loyal customers of the mainstream group buying websites occupy a certain market share.
T	The industry is changing rapidly and the competition is fierce.

3.2.3 Merchandise Providers Factor

Nowadays, the market competition is more and more fierce. If the merchandise providers cannot provide high-quality products and services, even if the group-buying website is a very excellent distribution channel with a wide range of customers, it will not help the development of merchandise providers. This paper designs four indexs to investigate the factors of catering merchandise providers. The results showed that the quality and weight of B1 dishes were 3.83 points, the service attitude of B2 businessmen was 3.89 points, the environmental comfort of B3 restaurants was 3.78 points, and the B4 merchandise providers's difference between group buyers and non-group Buyers was 3.61 points. Four indexs of catering business factors are generally recognized, among which the service attitude of the business has the greatest impact on consumers' participation in catering group buying behavior.

Table 4. SWOT Analysis of Merchandise Providers

	Catering Business
S	(1) Food culture has a long history. (2) The cuisine is rich and inclusive of foreign catering culture. (3) Forming service consciousness.
W	(1) Lack of supervision over food safety issues. (2) Food and beverage enterprises lack innovative consciousness. (3) Lack of professional management personnel.
O	(1) The development of group buying website. "Internet + catering" brings new opportunities for the development and transformation of small and medium-sized catering enterprises. (2) Enhanced management awareness, from exclusive operation to chain operation, forming a loyal customer group. (3) Policies and regulations are becoming more and more perfect.
T	(1) Increased competition in the market. (2) Replace business tax with value-added tax brings challenges. (3) Costs continue to rise.

3.2.4 Using of Group Buying

As for the use form of group buying vouchers, three indexes were investigated, including the convenience of using C1 group buying vouchers (3.98 points), the limitation of using C2 group buying vouchers (such as weekends or holidays cannot be used) (3.74 points), and the validity of C3 group buying vouchers (3.83 points). This shows that consumers think that the convenience of C1 group buying vouchers has the greatest impact on their purchasing behavior.

3.2.5 Purchasing Intention

The premise of consumers' purchasing behavior is to produce purchasing willingness. Its psychological factors will directly affect whether they participate in this consumption mode. It will not only test consumers' acceptance of new things (3.95 points), but also the consumers' trust in group buying websites and offline caterers (3.88 points), and their strong purchasing ability (3.78 points), which are also very important factors. Which determine whether consumers will participate in group buying and which group buying website to choose.

3.2.6 Environmental Factors

Everyone's behavior is influenced by the surrounding environment. With the popularity of the network, the improvement of various policies and regulations, the continuous improvement and increase of the economic, population, social and cultural environment, the market development of online group buying will be more perfect.

4. The Development Countermeasure of Catering Online Group Purchase

4.1 Development Countermeasure of Group Buying Website

4.1.1 Improve Service System and Build Customer Database

Group-buying websites need to strengthen the training of website customer service, enhance their ability to solve customer problems; improve website design, bring users a better experience; simplify the return procedures, improve convenience and so on. And make a good record of consumer information and consumer preferences for consumers and merchandise providers, and build a detailed customer information database. Timely sort out and analyze of the database, for different groups of people to develop new products and services, and meet more needs of users.

When choosing merchandise providers, we should pay attention to their reputation, products and services. Through the research, it is proved that merchant products and services have a certain impact on consumers' choice and satisfaction. Therefore, when choosing a merchandise providers, group buying websites should not only pursue quantity and price, but also consider the comprehensive quality of the merchandise providers.

4.1.2 Transform and Upgrade, Break through Industry Ceiling

To break through the ceiling, enterprises need to transform and upgrade, retain the original customer base and open up new customer base. It is not enough to rely solely on the single profitable mode of group buying. It is the long-term development way to improve innovation awareness, develop related products and promote development through transformation and upgrading.

4.1.3 Improve Publicity and Popularize Group Buying Consumption

As a way of shopping, there are still many people who do not understand it well. Group buying websites need to improve publicity, popularize group buying as a way of consumption, develop group buying into people's daily way of consumption, so that more people can understand and accept it.

4.2 The Development Countermeasure of Merchandise Providers

4.2.1 Make Full Use of Network Resources

In cooperation with mature group-buying websites, group-buying websites are not only an e-commerce platform for transactions, but also a platform for collecting and providing information. Consumers enter group-buying websites not only because they can get discounts, but also because they can get information about restaurants. Merchandise providers cooperate with group buying websites not only to increase sales channels, but also to get more customer traffic, improve the restaurant's popularity and business income.

4.2.2 Strengthen Cost Control and Raise Hygiene Awareness

Large catering enterprises can choose to build a reasonable central kitchen management system. Large-scale purchasing of central kitchen can achieve lower prices. Centralized rough processing can reduce the intermediate links, improve the control of production costs, and uniform distribution can improve production efficiency and quality.

4.2.3 Establishing Brand Image and Constructing Talent Database

The catering industry of our country has the defect of following the trend of development and lacks the consciousness of innovation. With the development of economy, consumers not only eat out for the sake of appetites, but also pay more attention to the service effect of restaurants. Restaurants with reputation and brand will undoubtedly attract more consumers. Restaurants should improve service quality and innovative consciousness, and create brand through their own catering characteristics.

Increase investment in information systems, build talent databases in the form of school-enterprise cooperation, achieve specialization and institutionalization, train and attract excellent management talents with high academic qualifications in the mode of management trainees, help current graduates plan their careers, and pay attention to improving the utilization of human resources.

4.2.4 Adjust the Direction of Operation and Increase the Income of Enterprises

Restaurant industry can take advantage of " replace business tax with value-added tax " to reduce tax burden on the whole, and take this opportunity to develop new markets, such as green and safe food or agricultural ecology, to create its own characteristics. Re-adjust market positioning to cope with policy and increase revenue.

5.   Conclusion

To sum up, consumer's personal characteristics, group buying website factors, group buying merchants factors, group buying usage, purchase intention and social environment factors are all influencing factors of consumer's purchase behavior in catering online group buying.

Personal characteristics are the attributes of consumers themselves. From the survey results, we can see that gender, age and education have a certain impact on consumers' purchasing behavior. However, the income data provided by the survey who participants in catering group purchasing are more evenly distributed. Both high-income and low-income consumers are willing to participate in online group purchasing.

Group purchases as a necessary factor of group purchase behavior, the respondents basically agree with the impact of ten indexs on the purchase behavior, among which "simple and quick completion of transactions" has the greatest impact on consumers.

The results of the survey on the factors of group-buying merchants show in the way of use, consumers basically agree with all the indexes, among which, the convenience of using group-buying coupons has the greatest impact on consumers' purchasing behavior; in the survey of purchasing willingness on their purchasing behavior, consumers think that they have the ability to accept new things, Group-buying websites and merchandise providers' trust as well as consumers' purchasing power will affect their purchasing behavior. . In summary and analysis of the social environment, it is considered that the social environment has a subtle influence on the purchase behavior of consumers in online group buying.

The development of online group buying in China is less than ten years. In the fierce market competition environment of online group buying in catering industry, the factors affecting consumers' participation in online group buying in catering industry will change. Consumers will hope to obtain more secure goods. The blindly price war is not the way out for group buying websites, nor is it the development strategy of caterers, but only to seize the needs of customers. Which is the fundamental way of development.

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