Group Channel: A Study on the Group Motivation of Community Marketing

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Abstract: In the post-epidemic era, with the promotion of Internet technology and social media platform, community marketing has achieved new development. Due to the need of epidemic control, staying at home has become the norm, so more and more enterprises have expanded their sales channels and established communities based on geographical location to sell. This paper will explore the influence of products, prices, promotion and channels on consumers' purchase intention and behavior from the perspective of 4P theory. It is found that the higher the information exchange volume of community marketing, the stronger the consumers' purchase intention and the more likely to produce consumption behavior.
Keywords: community marketing; Group dynamics; product,price,place,promotion

1 Introduction

In the post-epidemic era, enterprise marketing is facing new patterns and changes. At this stage, the traditional marketing model can no longer meet the needs of economic development, and the change of marketing channel pattern makes enterprise marketing focus on online. With the development of digital economy and the need of control during the epidemic, group shopping has become the main choice for most people to shop at home, and more and more consumers are adapted to take-away consumption. In this context, in order to cope with the decrease of offline passenger flow and promote product sales, enterprises often establish sales groups based on geographical space, and often do activities in community groups to stimulate members of the group to buy products. We have observed that compared with Meituan and other software, consumers are more inclined to buy directly in the group when buying goods around the geographical area. We are curious about this. What effect will community marketing have? How is this effect achieved?

2 literature review

2.1 Literature review of community marketing phenomenon

The phenomenon of community marketing has aroused the research of academic circles from multiple perspectives. Foreign scholarsSri Nurani Puspa Dewi(2017);Heppy MillanyaniTaking

Telkomsel as an example, this paper makes an overall analysis of the loyalty of the students in senior high schools in Bandung City from the perspectives of community members, influence, integration and satisfaction of needs and shared emotional connection, and points out that the above community marketing variables have a significant impact on customer loyalty. Foreign scholarsRakhi Thakur(2015) From the perspective of the importance of community network in service distribution, the feasibility of community marketing to expand the market was generally analyzed, and the conceptual framework and preconditions of community marketing to achieve business sustainability were pointed out.

Domestic scholars Wang Jiawei and Li Yining (2014) made a more detailed study on the thinking reconstruction of brand marketing in China's social media era from the perspective of the core logic of brand community marketing. Their research shows that the core logic of brand community marketing in the social media era lies in attribute definition, platform tools, activation factors and Internet thinking. Scholars Wu Guowei and Yang Ling (2015) analyzed the practice of publishing industry in the community economy environment from the aspect of publishing industry, and their research pointed out that there are three main marketing models for publishing enterprises based on community economy at present: the self-media community marketing model operated vertically by the third party, the self-built community marketing model of publishing enterprises and the big V community marketing model aimed at operation and profit. Although the above research studies the marketing model and internal logic of community marketing, it ignores the influence of community environment and group dynamics formed by members in the community on consumers. Scholar Peng Lan (2022) further explained the economic development in the community, and pointed out that the core and motivation of the community economy and the operating bias in different community economic models are different.

2.2 Literature review of group dynamics theory

The theory of group dynamics was put forward by Kurt Lewin (1890) in 1939. He believed that the interaction between people's inner needs and surrounding Environment determines people's mind and Behavior. He also defined individual behavior with the concept of "field" and expressed the interaction between individuals and environment with the formula of B=f(P,E), which means that a person's behavior is his Personality or personality. The formula shows that when an individual lives in a group, his behavior depends not only on his living space, but also on the psychological dynamic field of the group (such as interpersonal relationship, group decision-making, public opinion, atmosphere, etc.), and changes with the change of his environmental conditions.

The theory of group dynamics is highly concerned by scholars at home and abroad, and has achieved many research results. In the field of psychology, Xue En (1928) conducted a behavioral contrast on the theory, which was supplemented by the form of group organization. Lewin(1947), a foreign scholar, proposed that the relationship and interaction among group members constitute the dynamic system of the group, and the driving force of group behavior comes from cohesion, driving force and dissipation force. Amir Khushk, a foreign scholar; Zhang Zengtian; Yang Hui; Cynthia Atamba supplemented this theory with social learning, personality theory,

social exchange, social identity and intragroup conflict by studying the phenomenon of group cooperation within enterprises in the field of management. Foreign scholars Kelly Lynn Mulvey, Michael Trizzo and Melanie Killen have supplemented this theory by studying the phenomenon of children's cognition of stereotypes in the field of gender cognition.

Cai Jing (2011), a domestic scholar, discussed the construction of cooperative learning groups based on the theory of group dynamics, and combed the function modes of group dynamics in detail. Scholars Xu Jingjing, Hu Weiping and Yun Xing combined the actual phenomenon of online collaborative learning in China with the theory of group dynamics, and put forward strategies to enhance the group dynamics of online collaborative learning. Scholars Shu Hang and dorri, on the other hand, combined the actual phenomenon of changing the traditional classroom teaching form in China with the group dynamics theory, and found that MOOC teaching is a group activity, which forms a complex learning interaction network in the teaching process, completing the whole learning process in the group interaction, and the teaching result is more reflected in the generation of group wisdom. Scholars Xiuping Jin and Zong Chunyan further combined the actual phenomenon of college students' employment in China with the theory of group dynamics, and put forward the construction of college students' employment community.

However, these studies did not study the phenomenon of group dynamics from the perspective of 4P theory, so they did not answer questions about the group dynamics effect of community marketing.

2.3 Question raising

Therefore, this paper will try to answer the following questions from the theory of 4P marketing:

Why does community marketing increase consumers' willingness to buy? How do the motivations of product, price, promotion and channel affect the effect of community marketing and make it special? What is the social impact of community marketing? What other factors have strengthened the influence of social marketing on consumers' purchase intention?

3 Research methods

This paper uses the research methods of audience survey and in-depth interview to try to answer the above questions.

3.1 Questionnaire design and distribution

3.1.1 Hypothesis establishment:

Based on the above problems, the corresponding assumptions are put forward here:

H1: The more activities of community marketing, the higher the product sales;

H2: The higher the activity of group members in community marketing, the higher the product

sales;

In order to prove the hypothesis, this study adopted the audience survey method, sampled the whole population and made a questionnaire.

3.1.2 Data sources

The purpose of this questionnaire is to explore the influence of community marketing on consumers' purchase intention, so the audience of community marketing is selected as the survey object. The contents of the questionnaire are mainly open-ended and closed-ended topics, including (1) confirmation of basic information, including age, gender, education, occupation, monthly income and family structure. (2) Independent variable X group members' information exchange degree; (3) Dependent variable Y consumers' purchasing intention and purchasing behavior degree. Set 24 questions, including 13 multiple-choice questions, 3 multiple-choice questions, 7 matrix questions and 1 fill-in-the-blank question. According to the 4P theory, ask questions from the products, prices, channels and publicity of community marketing, trying to find the important factors of consumers' purchase intention.

3.1.3 Selection of interviewees

In this study, 12 interviewers who added five or more marketing communities were interviewed for 30 minutes in a semi-structured depth. According to the maximum sampling principle of qualitative research methods, when 12 respondents were collected, all the interview contents were enough to answer the research questions, and the sample collection was closed. Respondents are different in age, occupation, education level, region, income and family structure, and the degree of homogeneity is low.

4 Results and Analysis

4.1 Description of sample characteristics

The questionnaire has been tested, and its reliability and validity are good. It has passed the reliability and validity test, and can investigate and reflect the influencing factors of community shopping behavior and attitude. The questionnaire was randomly sampled. During the distribution period, 130 questionnaires were collected, and 130 questionnaires were valid after preliminary verification, that is, 130 respondents accepted the survey.

4.1.1 Statistical Analysis of Respondents' Basic Information

(1) Gender

Among the 130 respondents, 111 were women, accounting for 85.4%; There are 19 males, accounting for 14.6%. Female respondents accounted for the vast majority of the respondents.

(2) Age

Because the questionnaire survey relies on the questionnaire star to distribute the questionnaire, online answering is the main questionnaire survey method, so young people account for the vast majority of the respondents. Among them, there are 116 people aged 18-25, accounting for 89.2% of the total sample; There are 9 people aged 26-35, accounting for 6.9% of the total sample; 36-45 years old accounted for 2.3% of the total sample size, and 45 years old and above accounted for 1.5% of all samples.

(3) Education level

Among all the 130 interviewees, this study also investigated the academic qualifications of the sample, among which undergraduate/junior college students accounted for the largest proportion, with a total of 120 people, accounting for 92.3% of all the samples; In addition, graduate students account for 3.8% of the sample size, junior high school and below account for 1.5%, and senior high school/technical secondary school/technical school accounts for 2.3%. The average education level of 130 respondents in this study is relatively high.

(4) Occupation and income level

Because it involves the investigation of community shopping, this study also investigates the occupation and income level of all respondents. Among the 130 respondents, there are 103 students, accounting for 79.2%; 16 office workers, accounting for 12.3% of the total; Self-employed/contractors/freelancers and unemployed people accounted for 3.8% and 4.6% of all respondents respectively.

Because it involves the influence of community marketing on members' purchase of products, this study also investigates the income of the respondents. Considering the existence of student groups among the respondents, the source of income is not limited. According to the survey, among the 130 respondents, 87 have a monthly income of 3,000 yuan in 1000 yuan, accounting for 66.9% of all respondents; There are 19 people below 1000 yuan, accounting for 14.6% of all respondents; In addition, 3,000 to 5,000 yuan accounts for 11.5% of all samples, and 5,000 to 10,000 yuan accounts for 6.2% of all samples. Therefore, the average monthly income of the respondents participating in the survey is 2411.5 yuan.

(5) Living conditions

Because there are many kinds of products in the community, through reading the previous related research, consumers may purchase products for family members who live together in the community, and there will be differences in product categories because of different living conditions, so this study also investigates the living conditions of the respondents. Among them, there are 58 people whose parents and children live for two generations, accounting for 44.6% of the total sample, and 51 people live alone and share the rent, accounting for 39.2%; In addition, three generations or more of grandparents and grandchildren live together, accounting for 12.3% of the total sample, and couples or couples live together, accounting for 3.8%. It can be seen that the respondents in this study still take "parents and children living for two generations" and "living alone/cooperating" as the main living conditions.

4.1.2 Statistical Analysis of Respondents' Shopping Community Behavior Data

In addition to the statistical analysis of the basic information of the respondents, this study investigated the behavior of the respondents in the shopping community. The following is a statistical analysis of how the respondents entered the shopping community, the frequency of browsing the shopping community, and the frequency of speaking and shopping in the shopping community.

(1) Reaching the shopping community

In order to understand how users' shopping intentions and behaviors are influenced by community marketing in the shopping community, we first need to understand the way users reach the shopping community, and this study also conducted an investigation. Among the four ways to join the group, such as invitation to join the group, marketing advertisement, friends circle exposure and welfare attraction, invitation to join the group accounts for the largest proportion of the sample, with a total of 46 people, accounting for 35.4% of the total sample. Followed by welfare attraction, a total of 35 people, accounting for 26.9% of all sampled samples; There is a similar proportion of marketing advertising, accounting for 25.4%. In addition, 12.3% reached the community through the circle of friends. It can be seen that at present, there are many ways for users to reach the shopping community, mainly by inviting them to join the group. Therefore, in community marketing, community operators need to reach users more accurately and attract them through welfare activities.

(2) Analysis of shopping community interaction.

In terms of the usage of shopping communities, the sample number of "less frequent, occasionally click to take a look" is the largest, accounting for 63.8% of all sampled samples, and "more frequent, check every day" accounts for 13.8%. Among the respondents, the average usage frequency of shopping community is not very high.

In community marketing, the interaction between users in the community is also very important. Therefore, this study also investigated the speech interaction of respondents in the shopping community, and found that 72.3% of the respondents "rarely speak" in the community, and 15.4% of the respondents "speak every month".

(3) Analysis of consumption of shopping community.

The ultimate goal of shopping community marketing is to attract more users to spend shopping, so this study investigates the consumption of respondents in the shopping community. Among them, 62.3% of consumers rarely spend in the community, and 35.4% of the respondents spend once or twice a week. The average consumption frequency of the respondents in the shopping community is low, and the shopping community is not sticky.

Based on the survey of consumption frequency, this study continues to investigate the consumption level of respondents in the shopping community. According to the survey, when the respondents spend in the shopping community every time, 50 yuan accounts for the largest proportion, up to 49.2%, and 38.5% of them spend more than 50 yuan to less than or equal to 100 yuan. It can be seen that in this study, consumers spend less each time in the shopping community, preferring low-priced and practical goods.

(4) Analysis of consumption experience of shopping community.

The ultimate goal of shopping community marketing is to sell goods. Different from offline and professional online shopping platforms such as Taobao and JD.COM, the shopping

community is smaller, and it has been questioned because there is no unified management of third parties and related negative reports in society. Questioning comes from the authenticity of community activities, product quality, consumer safety and so on. Therefore, this study further investigates the consumption experience of consumers in the shopping community.

In terms of the authenticity and attractiveness of community activities, this study investigates which shopping community marketing activities are more attractive, among which discount, spike, group fight and full reduction are the most popular. Respondents who like discount activities account for 73.1% of all sampled samples. This shows that consumers are more inclined to direct and intuitive price reduction activities in the shopping community.

Product quality assurance, after-sales service and preferential strength are the four aspects that consumers value most in the shopping community, and whether after-sales service can be guaranteed accounts for 60%.

In recent years, the negative reports on the shopping community have also affected the impression of some consumers on the shopping community. Without third-party supervision and quick handling of complaints, the shopping community itself needs to improve the consumer experience as soon as possible. In this research, 130 interviewees' shopping experience has some problems, such as "the goods and photos don't match, the quality is not good", "the products are few in variety and lack of what I want", "the after-sales service is not timely and not in place", "the quality of fresh food can't be guaranteed", "the service personnel who pick up the goods themselves have a bad attitude, and the goods are piled up at will" and "there have been cases of taking them by mistake and missing them". Among them, "community marketing routines are uncomfortable" accounted for 58.5%, and the marketing activities of shopping communities failed to meet consumers' expectations; The quality of the product itself has not reached the standards of other platforms, and the after-sales service is not timely and in place. The community operation itself relies on the weak connection in interpersonal communication, and word-of-mouth and community communication and sharing should have been given higher attention.

In order to further investigate the factors that affect the final purchase intention and behavior of shopping community content, this study takes the purchase intention and behavior as dependent variables, and studies its relationship with the product situation, community service quality, internal daily information exchange and interaction, and community marketing activities in the shopping community. These four factors are independent variables for correlation analysis. After statistical analysis of the data, it is found that the purchasing intention of the shopping community is consistent with the final purchasing behavior, which has a strong correlation with the service quality and product situation of the community, has a certain correlation with the marketing activities of the community, but has a small negative correlation with the daily information exchange and interaction within the community. It can be seen that in the marketing of shopping community, it is more necessary to pay attention to the quality of products and after-sales service, and the key point is to gain the trust and praise of consumers, reduce the procedural and mechanical marketing words, add more humanized and personalized communication, and increase more direct marketing activities, which will be more conducive to the development of shopping community.

4.2 Description of interview results

The results of the interview show that the interviewees began to spend money in the community after the COVID-19 epidemic. Some consumers will buy necessities in the community during the epidemic control period, while consumers who have not experienced the epidemic control will choose to buy in the community because the goods can be delivered more quickly. It can be seen that geographical characteristics are the natural advantage of community marketing. When we further conducted in-depth interviews on the influence of information exchange degree, activity frequency and product characteristics on consumers' purchase intention and behavior, and asked whether consumers would actively seek and add communities, we found that friends' feedback or community feedback, product category and preferential strength mainly determined consumers' purchase intention, and respondents were willing to actively add communities when friends recommended and needed product discounts. The interviewees' answers corroborate my thoughts on whether group motivation will promote the purchase intention.

4.2.1 Product Marketing Effect of Community

"Sometimes it is preferred to buy in the community because it is a familiar product."

"I often buy fruits, cakes and the like in the community. Because it is delivered quickly, the water of the previous day is taken away when I go home and pass by the pick-up point the next day. Except for fruits, I rarely buy anything else."

"It depends on the type of product and the urgency of the need for the product. If it is fresh fruit, the community will be limited, or if it is urgent to need the product, the community will be selected."

The interview found that most consumers hope that the community can provide products with safety, quality assurance and after-sales guarantee, but most of the respondents have bought low-priced fresh products in the community, which has a natural geographical advantage in community marketing.

4.2.2 Price Marketing Effect of Community

"I am happy to go to the store to spend money, and sometimes the promotion in the group is even cheaper than the US delegation."

"When there are many activities, I will certainly be more willing to buy things in the community. It is best to send coupons every day and you can see them whenever you want to buy something."

The interview found that under the group dynamic effect, consumers who spend a long time shopping in the community are more likely to take a positive attitude towards related products in the community, and will think that the price in their community is almost the most favorable price. Faced with the preferential and discount information in the community, consumers will buy as long as the product price is within the consumer's payment range and the product is confirmed to

be useful.

4.2.3 Group Power Marketing Effect of Community

"It's really easier to arouse my interest in products when I see other people's orders, especially when my friends give me feedback on the products I bought."

"I rarely share on the community, and generally share links with friends, because I think the product quality is ok and the price is right, and friends may have relevant needs, so I will recommend the products I have used."

"I recently joined the nail group. People in the group often discuss A and styles, and there are all kinds of evaluations. It feels very real. If the merchants don't bully customers, I am happy to go to the store for consumption."

"After-sales attitude will greatly affect whether I want to buy it. I added a cake group. Some people in the group said that the cake was crushed. In fact, the loss was not great, but the merchants were directly free of charge. How wonderful! Naturally, I may not buy it if there is a bad evaluation. "

By answering, we can find that consumers can get information faster in relatively active group chat and are more likely to have consumption behavior, while in inactive groups, it is easier to hold a wait-and-see attitude because of the small amount of information obtained. The group motivation of community marketing helps the community to achieve fission. For consumers, having a good consumption experience in the community will further invite relatives and friends to join the community. Secondly, consumers themselves will actively seek invitations so that the scale of the community will continue to expand.

When individuals integrate into the group situation and interact effectively with other members of the group, group motivation is formed. The community transmits symbols to the group through ritual communication, and the members of the group interpret the symbols through observation and participate in the sharing of cultural significance. In the community, product category and price, community feedback and consumer experience evaluation all have significant influence on consumers' purchase intention.

5 Summary and reflection

This study conducted a 4P theoretical research on the phenomenon of community marketing through the methods of audience survey and in-depth interview, trying to answer the question of how community marketing affects consumers' purchasing intention and behavior from the perspective of group dynamics. Through the research, it is found that the higher the information exchange volume of community marketing, the stronger the consumer's purchase intention and the easier it is to produce consumption behavior.

This study puts forward the group dynamic effect of community marketing, which embodies the development of group dynamic phenomenon in online communities. On the other hand, it also provides a new channel for brand marketing of community marketing in the context of network marketing in modern China. However, it is worth noting that this study also found that

the phenomenon of non-standard community marketing will bring negative effects such as the proliferation of three-no products and the difficulty of consumer rights protection, which is worthy of vigilance and reflection. However, the factors influencing consumers' purchase intention in this study are still insufficient. In future research, researchers in the community field may need to pay more attention to the influence of products and content in the community.

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