

THE IMPACT OF MARKETING STRATEGY ON CUSTOMER SATISFACTION: A CASE STUDY OF DUODUO MAICAI COMMUNITY GROUP BUYING PLATFORM

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Abstract: Duoduomaicai community group buying platform is currently experiencing low customer satisfaction due to inadequate market strategy. As a platform with a certain market share in this field, and in order to solve this problem, Duoduomaicai needs to further optimize its market strategy and improve its customer satisfaction.

This study adopted qualitative research methods and conducted interviews with 30 users of Duoduomaicai on the current situation of customer satisfaction based on the 4P model. The interview questions included four key dimensions: product, price, place, and promotion. The results show that: 1) The product dimension has problems such as poor quality, imperfect packaging, and insufficient categories; the price dimension has problems such as unreasonable pricing and low-cost performance; the place dimension has problems such as unreasonable place and transportation, and low service quality at self-pickup points, etc. In the promotion dimension, there are problems such as complex rules, unreasonable discounts, and lack of innovation in activities. These factors affect customer satisfaction. 2) The study found that customer satisfaction can be improved by improving market strategies, including improving product quality, packaging and diversity; formulating reasonable pricing and improving cost performance; rationally arranging place, transportation and storage, improving self-pickup point coverage and updating logistics information Timeliness, increase delivery time flexibility; integrate and diversify promotional activities.

Keywords: Community Group Buying, Duoduomaicai, Customer Satisfaction, Improvement Strategies

Introduction

In order to promote the development of the community group buying industry, China has issued a series of industry policies, and various provinces and cities have also actively responded to the national policy plan to support the stable development of the local community group buying industry (Guanyan Report Network, 2024). With the rapid development of China's economy and the steady increase of national income, community group buying, as a new Internet economic model, has seen many platforms

showing different development trends, which has greatly changed the way consumers shop.

As of the end of September 2020, Duoduomaicai has launched 3,500 agricultural products of origin from 1,000 high-quality production areas across the country and 150 high-quality production areas around the world. During the two-month trial operation, it has received support from consumers in 31 cities in 13 provinces (He, 2020). So far, Duoduomaicai has occupied a considerable market share, and community group buying has gradually developed into a new consumption hotspot in my country.

For fresh food that is in high demand, offline places generally have limited varieties, long storage times, and generally poor product quality (Chu, 2021). The Duoduomaicai platform mainly sells fresh and frozen products, vegetables, meats and various daily necessities. Fresh and frozen products have higher requirements in transportation places and storage environments. This requires Duoduomaicai to improve its market strategy to improve its customer satisfaction.

Customer satisfaction is particularly important for companies in C2M places such as community group buying. The research scope of this paper is mainly focused on how marketing strategy affects customer satisfaction of Duoduomaicai platform, taking Duoduomaicai community group-buying platforms as the research subject.

Specifically, this paper will focus on the following aspects :1) Through the analysis of the interview results, analyze the factors that affect duo's customer satisfaction) Based on 4p marketing theory, analyze the impact of marketing strategy on duo's customer satisfaction.

Through research, this paper finds that there are few research on customer satisfaction of Duoduomaicai. Customer satisfaction research is an important topic in the field of marketing and consumer behavior. For the development of community group-buying platform, in-depth study of customer satisfaction cases on the platform can also provide reference for other platforms and promote the development of the platform. Through this research, we can explore how to improve the market strategy of Duoduomaicai platform to enhance customer satisfaction, make reasonable plans for the healthy development and future of community group buying, and jointly promote the steady development of the new economic model of community group buying.

Research Objectives

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

1) Analyze the factors that affect customer satisfaction on Duoduomaicai platform based on the 4P marketing theory.

2) Based on the 4P marketing theory, analyze the impact of market strategy on customer satisfaction of Duoduomaicai.

Literature Review

The field of customer satisfaction has received high attention both at home and abroad, and the research of foreign scholars in this field is earlier than that of Chinese scholars, so they have deeper theoretical basis.

Cardozo introduced the concept of customer satisfaction as early as 1965. He explored the concept of customer satisfaction, and in particular how customer satisfaction can be influenced by their expectations and efforts (Cardozo, 1965). Cardozo's research laid the foundation for the field of customer satisfaction, which has since grown and deepened.

Leninkumar (2000) et al found that providing high quality service can significantly increase customer satisfaction and thus increase customer loyalty. (Leninkumar, Alshurideh, & Kurdi, 2021). The study by Prasetyo found that the absence or insufficiency of any of these factors, including service quality, on-time delivery, ease of use of applications, and food quality, can significantly reduce customer satisfaction and thus affect customer loyalty (Prasetyo, 2021).

China began to introduce the theory of customer satisfaction in the late 1980s and early 1990s. With the deepening of reform and opening up and the development of market economy, domestic scholars began to pay attention to the importance of customer satisfaction. Taking Maiduian E-commerce as an example, Zhang (2022) studied five main factors affecting customer satisfaction: service guarantee, customer service experience, product information, offline experience and payment experience (Zhang, 2022). Taking BC Property Company as an example, Zhang Can analyzed the influence of service concept, service content, service personnel quality and communication mechanism with customers on customer satisfaction (Zhang, 2023).

On the whole, service quality has been frequently studied and is considered to be the key factor affecting consumer satisfaction, while product quality is still the basic factor affecting consumer satisfaction, and customer expectation management also plays an important role in improving consumer satisfaction. However, through the review of relevant literature, it is found that there is still a lack of research on customer satisfaction of Duoduomaicai. Based on this, this study will take the platform of Duoduomaicai as an example to improve the research on customer satisfaction.

Methodology

Qualitative research methods are used in this chapter. According to the 4 P marketing theory jointly proposed by Jerome (2003), an interview outline was designed. A total of 20 questions were formulated in the form of a scale in 4 key dimensions. 24 active users and 6 new users were interviewed, and conclusions were drawn. Specific steps are as follows

Through research, this paper mentions four key dimensions: product dimension, price dimension, place dimension and promotion dimension. Therefore, the 20 questions of this interview are

designed around these four key dimensions. The target of this interview is the old and new users of Duoduomaicai shopping platform, a total of 30 people. Through interviews with users of the platform, we can more intuitively understand the current customer satisfaction status of the platform. This paper sets a total of 20 questions around four key dimensions. This includes: Have you had any quality problems in your past purchases? Give me an example. Have you ever encountered or bought counterfeit products in your purchases? Do you think the price is reasonable for the items you often buy? Why? Have you ever had delivery problems? Give me an example. Are you satisfied with the pickup service on Duoduomaicai platform? What do you think could be improved? Do you think the Duoduomaicai's Promotion rules are clear and easy to understand? Do you find Duoduomaicai's promotions innovative and varied? Withered and observe: During the interview, it is necessary to remain neutral and not guide the answer, with the permission of the interviewee, the conversation is recorded or written down.

Analysis: The interviews were recorded verbatim, the answers useful to this study were selected, the key points were extracted, the key points were classified and combined, the contradictory and less frequent key points were eliminated, and finally the relevant satisfaction status was analyzed by using the sorted results.

Results

The definition of active users in this paper refers to users with frequent purchase records in the last three months. These users have a deep understanding of the user experience of Duoduomaicai and a long time of use experience, at least once a week. Have more contact and evaluation on the product quality, logistics service and customer service of the platform. The definition of new users refers to the first experience, the frequency of purchase may be low, and the initial impression and short-term experience of the platform is more obvious.

According to the interview results, this paper finds that in the four key dimensions, there are different degrees of problems affecting customer satisfaction, which are as follows:

Product dimension

Poor product quality: unstable supply from suppliers, uneven quality (such as freshness, appearance, taste, etc.), and lax product screening on the platform lead to a decline in customer experience and satisfaction. For example, some customers mentioned that the shrimp they bought was weighted by ice cubes, or that the products they bought were similarly packaged and easy to buy the wrong ones.

Incomplete product packaging: The packaging is easily damaged during transportation, affecting the customer experience. For example, some customers mentioned that the frozen chicken wings they bought were thawed because the ice packs were broken. In addition, unreasonable packaging

design, fragility, leakage or difficulty in opening also affect customer satisfaction, such as buying cracked eggs.

Insufficient product diversity: Although daily necessities are relatively complete, the selection of imported products is limited and lacks diversity, which limits the customer's choice space, makes it difficult to meet different needs, and affects shopping fun and satisfaction. For example, some customers hope that the platform will increase the selection of imported food.

Price dimension

Pricing rationality: Customers are dissatisfied with Duoduo Maicai's pricing not being favorable enough and believe that the price difference is not much compared with traditional vegetable markets, and sometimes the quality is even worse than that of vegetable markets. For example, some customers choose to go to vegetable markets to buy because they think the products there are more affordable and of more reliable quality. This situation shows that Duoduo Maicai needs to consider market competition and customer expectations more in its pricing strategy to improve the rationality and attractiveness of pricing.

Low cost-effectiveness: Although Duoduo Maicai often attracts consumers with low prices, some customers report that the quality of the products they actually received does not meet their expectations, especially during discount promotions. Customers expect to get products of reasonable quality at a lower price. If the actual product quality does not meet expectations, it will directly affect their shopping experience and satisfaction. In this case, the platform needs to improve product quality management and value delivery to ensure a balance between price advantage and product quality to enhance customer confidence and satisfaction in purchasing decisions.

Place dimension

Unreasonable place, transportation and storage conditions: Customers reported that there was no refrigeration at the pick-up point, which resulted in a decrease in the freshness of fresh food and quality problems (such as wilting vegetables and spoiled meat), affecting customer satisfaction and food safety.

Insufficient coverage of self-pickup points: Some customers mentioned that there were no self-pickup points in suburban and remote areas, which limited the use of potential customers, affecting market expansion and customer satisfaction. When customers need to travel long distances to pick up goods, their experience and satisfaction decrease.

Untimely updates of logistics information: Customers mentioned that logistics information was not updated in a timely manner and that they could not track order status in real time, leading to distrust of delivery services and affecting customer satisfaction.

Unreasonable delivery packaging: Customers reported that the packaging of fresh products was insufficiently protected, and the products were damaged during transportation (such as melting ice and

crushing fruits and vegetables), affecting product quality and customer satisfaction, and may cause food safety issues.

Inflexible delivery time and reminders: Some customers mentioned that they did not receive delivery reminders, resulting in the thawing of frozen food. Inflexible delivery schedules conflict with customer time, increasing the risk of mis receipt or loss, affecting customer experience and satisfaction.

Promotion dimension

Complex promotion rules: Customers report that complex promotion rules confuse them and are time-consuming, such as overlapping discounts and high threshold requirements. This increases the complexity of shopping, makes customers doubt participating in promotions, and reduces shopping fun and participation.

Lack of rationality in discounts: Some customers believe that the threshold for full-reduction activities is too high, and the discount conditions are not cost-effective. This may cause customers to give up purchasing due to difficulty in reaching the discount threshold, affecting their purchase intention and satisfaction.

Insufficient coverage of promotional products: Customers hope that promotions can cover more fresh food and daily necessities, not just certain products. The lack of a promotional product range limits customer choices and may prevent them from purchasing the products they need, affecting their shopping experience and satisfaction.

Lack of innovation in promotional activities: Customers said that promotional activities lack innovation and novelty, mainly focusing on full-reduction and cash back, lacking freshness and appeal. This may cause customers to lose interest in promotions, reduce participation and responsiveness, and affect shopping experience and customer loyalty.

Discussion

According to the analysis and extraction of the interview results, this paper finds that each key point has relevant influencing factors, which are as follows:

Product dimension

Issues with Product Quality: 1) Supply Chain Management Problems: Varying product quality from different suppliers leading to fluctuations. 2) Inadequate Storage and Transportation Conditions: Environmental factors during transport or storage affecting product freshness. 3) Lax Quality Control Standards: Failure to implement effective quality control during product reception and inspection, resulting in undetected quality issues. 4) Improper Product Selection and Procurement Management: Failure to thoroughly evaluate and screen suppliers and product quality. 5) Human Operational Errors: Including imperfect packaging and improper shelf-life management, directly causing product quality problems.

Issues related to product packaging rationality include: 1) Suppliers not adhering to rigorous packaging standards, leading to product damage and safety concerns. 2) Poorly designed packaging materials or designs unsuitable for transportation and storage conditions, resulting in easy damage. 3) Problems with transportation and storage conditions, such as inadequate protective measures or environmental controls, causing damage or quality degradation to packaging

Insufficient product diversity: 1) Limited supplier selection: The platform cooperates with a single type of supplier, which limits the range of products available. 2) Procurement strategy restrictions: The platform concentrates on purchasing certain hot-selling categories and ignores the purchase of other types of products, resulting in insufficient product diversity. 3) Regional or market demand restrictions: Adjusting product supply based on regional or market demand sometimes limits the availability of certain products.

Price dimension

Pricing rationality problem: 1) Lack of price competitiveness: Duoduomaicai's pricing strategy may result in product prices lower than competitors or the market average, attracting customers but the product quality does not match the price, thus affecting customer satisfaction. 2) Product value mismatch: Customers expect the price they pay to reflect the value and quality of the product. Too low pricing may cause customers to feel that the product value is insufficient, affecting their purchasing decisions and overall satisfaction with the platform.

Low cost-effectiveness problem: When Duoduomaicai's products are compared with products on the market, sometimes the price difference is not big, but the product quality is not as expected, which makes customers more inclined to choose other places to buy, such as the vegetable market. This may reflect that the platform has failed to clarify its positioning in the market and its target customer groups and lacks an effective market positioning strategy.

Place dimension

Reasonable place storage and transportation conditions: 1) Improper transportation method selection: Improper storage or transportation conditions may lead to a decline in product quality, especially the quality of frozen foods and fresh products. 2) Timely delivery issues: Customers expect to receive orders on time, and delayed delivery will significantly affect the shopping experience, especially for fresh products. 3) Insufficient packaging protection: If the product packaging is not sufficient to protect the goods from damage during transportation, it will directly affect customer satisfaction with the product.

Insufficient coverage of self-pickup points: 1) Insufficient infrastructure construction: Insufficient investment in logistics network and self-pickup point construction has resulted in insufficient number and place of self-pickup points to meet user needs. 2) Uneven resource place: In some areas, there are fewer self-pickup points, resulting in insufficient convenience for users in some

areas to pick up their products.

Coordination issues with third parties: 1) Poor communication or untimely information transmission: Poor communication with third-party pick-up points or logistics partners results in storage conditions that do not meet requirements, affecting product quality and customer satisfaction. 2) Unclear cooperation agreement or inadequate implementation: The lack of clear provisions and effective implementation of the cooperation agreement has caused the third-party pick-up points to fail to operate as required, affecting customers' trust in the products.

Logistics information timeliness issues: Technical system issues: The platform's logistics information system may have technical defects or data synchronization problems, resulting in untimely updates of logistics information, affecting customers' delivery experience and satisfaction.

Flexibility of delivery time and delivery reminder method: 1) System design limitations: The platform's delivery management system is not flexible enough to meet users' personalized needs for delivery time and reminder methods, resulting in a decline in user experience. 2) Resource allocation issues: Insufficient or inflexible place of place resources, unable to quickly respond to users' delivery needs, affecting customers' shopping experience and satisfaction.

Promotion dimension

The promotion rules are complicated and difficult to understand: The platform's promotion rules are too complicated, including superimposed discounts and high threshold requirements, which requires customers to spend a lot of time to understand, affecting the shopping experience.

The discount strength lacks rationality: the participation threshold of some promotional activities is too high, which is not cost-effective for consumers such as small families, reducing their willingness to buy.

The promotional products are not extensive enough: the platform's promotional products are too single, lacking diverse choices such as fresh food and daily necessities, and fail to meet the needs of a wide range of consumers.

The promotional activities are not innovative enough: The promotional content lacks innovation, mainly limited to common full reduction and cashback types, lacking appeal and competitiveness.

Conclusions

According to the process of community group buying, first, the Duoduomaicai platform should ensure that suppliers deliver goods on time by strictly selecting suppliers and managing purchase orders; second, coordinate the logistics team to arrange appropriate transportation methods to ensure product quality; third, the warehousing team is responsible for product warehousing and quality inspection to ensure that quality meets standards; fourth, formulate a place plan based on order information to ensure

the storage and packaging conditions of different products during transportation; fifth, the group leader of the self-pickup point ensures that products are stored according to storage conditions and notifies customers to pick up the goods; finally, the platform collects and feeds back customer opinions, and promptly adjusts and improves supply chain management, product quality control and delivery services to enhance customer satisfaction and loyalty.

Improve product packaging: Focus on packaging functionality, such as heat preservation and drop resistance. Use environmentally friendly materials and design packaging that is easy to use and store, regularly adjust packaging design and explore new technologies such as smart packaging.

Improve product diversity: Expand cooperation with new suppliers and introduce more types of products. Conduct market research, understand consumer needs, and regularly update product lines. Optimize product display and classification and use social media to promote diversified products.

Duoduomaicai can improve customer satisfaction by reasonable pricing and improving product cost performance. Reasonable pricing requires analyzing competitor strategies and consumer willingness to pay, providing high-quality products with matching prices, and ensuring high-quality after-sales service. Improving cost performance includes long-term cooperation with high-quality suppliers, strict quality control, increasing product diversity, launching attractive promotions, transparent price information, and providing quality commitments and after-sales guarantees to win consumer trust and improve the overall customer experience.

Reasonable places, transportation and storage are crucial for Duoduomaicai. The platform needs to use multiple modes of transportation and establish an efficient place network to ensure that transportation conditions and packaging protection measures are in place. At the same time, the coverage of self-pickup points should be improved, the self-pickup process should be simplified, and convenient facilities should be ensured to be complete. Cooperate with third-party self-pickup points to ensure that the goods are properly kept. Update logistics information in a timely manner, use modern technology to monitor the status of goods in real time, and improve customer experience. Provide flexible delivery time options to ensure that customers can receive the goods at the right time and improve overall satisfaction.

Duoduomaicai should integrate and simplify promotional activities, ensure that the rules are simple and clear, use intuitive language and illustrations, unify promotional rules and standards, and expand the types of promotional products. It should increase the diversity of promotional activities, including limited-time sales, member-only discounts, combination packages, and point rewards to attract new customers and retain old customers. Through these measures, the platform can improve customer shopping experience and satisfaction and achieve sustainable growth and development.

The research of this study has certain reference significance for the current customer satisfaction improvement strategy of the platform, but the marketing strategy covers a wide range. In

order to make the research more penetrating and thorough, more scholars are needed to jointly study and participate.

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