Analysis of Problems and Countermeasures for Consumer Satisfaction of Community E-Commerce Platforms in Chongqing

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Abstract: In recent years, the advent of the Internet era has spawned many e-commerce platforms. It is these e-commerce platforms that promote social progress, the development of the national economy, and the changes in people's lives. The emergence of e-commerce platforms has promoted the development of new retail models, and major retail models have begun to transform, and the combination of online and offline characteristics has transformed into a new retail model. In order to better serve the community residents, the new retail model began to enter the community, the community e-commerce platform began to rise, and now many enterprises have entered the community to open the community e-commerce era, what problems have occurred in the current development of community e-commerce, and what are the solutions?

1. Introduction

Nowadays, in China, the development of community e-commerce has entered a new stage, and its development is in line with the current consumer demand in China, and it is also required by the background of e-commerce transformation and upgrading development, and it is also in line with the needs of current consumers.

There is a significant positive relationship between service quality and customer satisfaction. Service quality focuses on service factors, and among all the factors that affect customer satisfaction, service quality is very important. Customers demand services, which in turn lead to purchases. Once the services provided by the merchant meet the customer's needs, then the customer's needs are met. In other words, when the gap between the customer's perceived service and the demand expectation is smaller, the customer's needs are easier to be met. When the actual service effect "meets" or "exceeds" the customer's expectations, the customer will obtain the desired quality or satisfactory quality, and then the customer satisfaction will be achieved, and vice versa will lead to customer dissatisfaction [1].

Product quality also has a significant positive relationship with customer satisfaction. Therefore, it is necessary to continuously improve the product quality level of community e-commerce, and promote the healthy and rapid development of the e-commerce industry with quality credit [2]. From the conclusion of the entire study, this is consistent with the conclusions of previous studies. This

shows that customers attach great importance to product quality. Therefore, community e-commerce should further strengthen product quality to improve customer satisfaction.

Chongqing's community e-commerce started late and developed rapidly. Many community e-commerce platforms were launched in 2018, such as Koala Select, Orange Heart Preferred, Neighbor One, etc., and it was in 2018 that a large number of community e-commerce companies such as You, Me and You, Food Club, Koala Select, Squirrel Pinpin, and Xingsheng Youxuan obtained tens of millions or even hundreds of millions of yuan in financing. The capital market is weakening day by day, but community e-commerce is popular with capital, Ali, Jingdong, Suning and other e-commerce giants have entered one after another, behind this huge contrast is that community e-commerce has huge market potential and community e-commerce is still in the wild growth, there are many opportunities.

Geographically, community e-commerce and Pinduoduo have similarities, targeting customers outside the fifth ring road and diving to consumers in second-, third- and fourth-tier communities. Capture consumers through group buying to reduce prices, buy at low prices, and cost-effective goods. In terms of age, the learning cost of shopping on the community e-commerce platform is low, only a smart phone and users who can use the WeChat APP can consume on its platform, and its categories are mostly fresh food needed by families and fruits loved by young people, so the consumers of the community e-commerce platform also have a wide age range, both post-90s in their early 20s and post-70s in their 40s.

At present, community e-commerce is mainly based on fresh food, fruits, and household items, reflecting family-style consumption. The monotony of business categories has exposed the inability of supply chain construction to keep up with the rapid development of community e-commerce. The intensive construction of warehouses is bound to greatly increase operating costs, which will challenge the high price ratio of products. At present, the solution of community e-commerce platforms such as Orange Heart Preferred and Shihuituan is to coexist with self-operation and franchise, and make a balance in terms of category and quality.

Compared with online shopping limited to online, the communication between consumers and the platform can only tap the screen in front of them to communicate with the store, and this communication that stops at the screen is destined to be warm and familiar, and how many "relatives" will not help. The community e-commerce platform with group leaders and stores, and rooted in a certain area, can not only meet the material needs of consumers, but also meet the spiritual needs of consumers through face-to-face, warm and eye-to-eye contact between group leaders, shop owners and neighbors. This kind of emotion-based communication is more efficient and qualitative than communication confined to a video screen. [3]

2. Research Methods

The questionnaire survey method was used to sample 650 questionnaires sent out by communities in various districts and counties of Chongqing, and some communities were observed on the spot to observe the operation status of self-pickup points in each community, the age group of residents using the community e-commerce platform and the main goods purchased on the e-commerce platform. Specific research methods:

2.1. Questionnaire Method

The research team distributed 650 questionnaires online to residents in various districts, counties and communities in Chongqing through questionnaire stars, which related to the frequency of residents' consumption on community e-commerce shopping platforms. Products that are generally purchased on community e-commerce platforms; Under what circumstances would you choose to use

a community e-commerce platform, 25 questions were investigated.

2.2. Field Observation Method

The research team conducted on-site observations in different communities in Chongqing, which are various districts and counties, observed the general pick-up time and age group of residents at the self-pickup point of community e-commerce, and also asked users how they learned about community e-commerce and their satisfaction with the community e-commerce platform.

3. Problems with Chongqing's Community E-Commerce Platform

3.1. The Positioning of the Community E-Commerce Platform is Not Accurate

According to our investigation, some community e-commerce platforms in Chongqing have not analyzed themselves scientifically and effectively according to the social environment, regardless of their own situation. Lack of clear positioning of themselves, some platform content is too messy, there is no clear classification, in the long run led to many problems in the development of operations. In addition, there are some community e-commerce platforms that do not understand the real needs of customers through interaction, and do not timely discover the real experience of customers and changes in demand. There is no quick way to launch more targeted products and marketing strategies.[4]

3.2. The Reliability Publicity of Community E-Commerce is Worth Taking

In terms of occupation, it can be seen that the proportion of freelance and other two categories is larger, others account for 81%, freelance occupation accounts for 12%, which shows that the consumption of other parts and freelance community e-commerce is optimistic, while the proportion of public employees, full-time mothers, retirees and self-employed is relatively small, indicating that the market potential has yet to be tapped and should be paid more attention. Increase publicity for people in these professions.

Through in-depth interviews with community e-commerce consumers in Chongqing, it can be seen that the number of people who have gone through acquaintance/ recommendation, online advertising, physical store activities, self-initiative attempts and online article/tweet recommendation is relatively large, while the number of offline advertising and other channels is small, indicating that the influence of offline advertising is low for community e-commerce consumers in Chongqing, and acquaintance recommendation, online advertising, physical store activities, self-active attempts and online articles/ Tweet recommendations and the like are more influential. Therefore, the publicity of community e-commerce is not enough.

3.3. The Empathy Service of Community E-Commerce Needs To be Enriched

Through the survey, it was found that most people are still very accepting of community e-commerce platforms to improve the variety of products, but hope to enjoy more perfect services. From the Chongqing community e-commerce consumers are surveyed can

It can be seen that most of the products that consumers will buy on the community e-commerce platform are snacks, daily necessities, vegetables and fruits, stationery and books, which are related to our daily lives, indicating that there are many consumer groups, customer loyalty is high, and flowers and other things are less consumed, indicating that the development prospects of such products in the Chongqing community e-commerce platform have yet to be developed. Therefore,

the product range of community e-commerce should be expanded, especially some products with greater potential.

It can be seen from the members of the Chongqing community e-commerce consumer survey that a large number of people still accept featured products. This is where customers want community e-commerce to improve. In addition to featured products, a large number of people accept pollution-free, additive-free green products, so this is the potential for the development of the community e-commerce market. Products are rich and diverse, so the market for community e-commerce is still very large.

3.4. The preferential Guarantee of Community E-Commerce Needs To Be Strengthened

While most people think that the price of community e-commerce is reasonable, it would be better if the delivery fee was a little more favorable. During the survey, it can be seen that most people still prefer a lower delivery fee. Therefore, if the community e-commerce can reduce the delivery fee a little, then there will be more people who choose the community e-commerce, which is derived from the research process. Therefore, community e-commerce can provide discounts on delivery. In the survey, it can be seen that when respondents are asked about the promotion method, most people are more inclined to the limited-time promotion method. Compared to buying a certain amount of points, most people still prefer limited-time rush purchases and full discount activities. Therefore, according to these problems, it is necessary to propose solutions in a timely manner to promote the development of community e-commerce, so as to promote the economic development of Chongqing.

3.5. Community E-Commerce Lacks Relevant Talents

Most of the community e-commerce model platforms in Chongqing are extensions and development of traditional enterprise businesses, belonging to cross-border emerging business areas, and lack talents to meet the needs of community e-commerce platform model business development. The community e-commerce platform is a very complex system that covers many aspects of knowledge. Although many colleges and universities are now cultivating e-commerce talents, most of these talents are suitable for online shopping platforms, and they have not cultivated community e-commerce related talents for the time being. Moreover, the newly emerged college students do not have rich experience and are difficult to be competent for the work of community e-commerce platforms.[5]

4. Analysis of Countermeasures for Consumer Satisfaction of Community E-Commerce Platform in Chongqing

According to the results of data analysis, as a whole, Chongqing's community e-commerce industry and related platforms should give priority to tangibility and reliability, followed by assurance and empathy, and finally consideration of responsiveness. Specific measures can be carried out from the following aspects:

4.1. Quality First

In view of the problem that the variety of community e-commerce products is not rich, the community e-commerce platform in Chongqing should look for more high-quality suppliers to improve the product range. And bold innovation, do not focus on vegetables and fruits and their daily necessities. Can develop local specialty products, organic food, etc. [6] And set up a variety of zones on the platform, different products have different areas, you can also achieve appointment service on

the platform, for the platform temporarily do not have goods, customers can make an appointment, the platform in time after receiving the order to cash in.

4.2. Model Innovation

In view of the fact that community e-commerce is not highly accepted, the community e-commerce platform in Chongqing should be strict

Monitor the quality of products, improve the delivery speed of goods, build word of mouth, and attract more potential users while attracting repeat customers. At the same time, the e-commerce platform should implement an innovative model, carry out the purchase and membership at the same time, attract new people with the purchase, retain old customers through the membership system, and enrich the content of the platform to guide the public's consumption behavior

4.3. Service Guarantee

Regarding the service of Chongqing community e-commerce platform in pre-sale and after-sales, the Chongqing community e-commerce platform patiently answers customers' questions before product sales and gives certain guarantees, such as: adding a product insurance, when customers are not satisfied with the goods can be compensated to a certain extent; While doing a good job of product returns and exchanges after sale, it is also necessary to appease customers and give customers certain compensation. Such as: vouchers, full reduction volumes, etc.[7]

4.4. Customer First

In view of the customer satisfaction of community e-commerce in Chongqing, community e-commerce in Chongqing should be customer-centric and timely feedback on customer needs. Employees are required to be customer-centric, do a good job, and help customers solve problems in a timely manner. Customer reviews can be made periodically and changes can be made to the reviews provided by customers. To provide quality products to meet customer needs, you can add some customers want at the right time.[8]

4.5. Flexible Promotions

For the community e-commerce is not enough preferential treatment, Chongqing community e-commerce platform can increase the intensity of time-limited rush and full reduction activities. And reduce the share of delivery fees or reach a certain amount of purchase after the exemption of delivery fees, on the basis of this also the implementation of more to get more activities. Events are held on various holidays. For example, the mooncakes of the Mid-Autumn Festival are more exquisite in packaging than in the case of discounts in physical stores.

4.6. Appropriate Publicity

In view of the lack of publicity of community e-commerce in Chongqing, the community e-commerce platform of Chongqing should increase its publicity efforts and place advertisements on major platforms. Such as: Douyin platform, television, community publicity office posters and distribution of leaflets. At the same time, the Chongqing community e-commerce platform can also increase the number of downloads and increase the visibility through preferential activities. Such as: new user benefits, forwarding to others to receive red envelopes or coupons. It can also enable e-commerce platforms to establish offline experience centers in the community to provide explanations

and experience services to people who are not familiar with e-commerce, and improve the visibility of the platform.

4.7. Strengthen the Construction of Talents

For community e-commerce, no matter how innovative the model, how considerate the service is, how accurate the positioning is, and how appropriate the promotion, in order to make substantial progress in community e-commerce, the community e-commerce platform also needs to do a good job of refined management, and the management content involves every chain of community e-commerce. It is necessary to strengthen the integration of resources and information collection, rationalize the internal processes of enterprises, reduce internal friction, improve the execution of personnel in various positions, and ensure the implementation of high-level strategic decisions. [9] And these are inseparable from the reserve and training of talents, especially compound talents and professional talents. Community e-commerce needs to expand the team of e-commerce talents by recruiting outstanding e-commerce talents and actively carrying out e-commerce training for enterprise employees to solve the problem of lack of professionals in enterprises.

5. Conclusion

What community e-commerce needs is not a complicated and rigid specific rules, what they need is a ladder and channel to the hearts of consumers to their own platform users, only by mastering their consumer needs, consumption desires, and constantly carrying out their own updates and reforms can they stand on and prosper in such an Internet era that attaches importance to user experience. Resting on one's laurels will only become more and more dead, and reform and innovation will be passed on for a long time.

All in all, the development of community e-commerce is in line with the trend of development of the current era and is an unstoppable development direction of the times. However, the development of community e-commerce is not perfect, and it is necessary to deeply understand the connection between the development of community e-commerce and consumers, and establish an organic combination.

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