Interview Script: Exploring Community Group-Buying

Introduction

Interviewer: "Hello! Thank you for taking the time to talk with us today. We are conducting interviews to better understand perspectives and potential collaborations in community group-buying. Your insights are very valuable to us and will help us shape our project. This interview will take around 10-20 minutes, and with your permission, we would like to record it for accuracy. Are you comfortable with that?"

Questions

1. Awareness of Community Group-Buying

Interviewer: "Have you ever heard of community group-buying? Could you share what you know about it?"

Possible Follow-up Questions:

- "What was your first impression or experience with community group-buying?"
- "Have you ever participated in or considered participating in community group-buying, either as a customer or a business?"

2. Potential for Offering Discounts

Interviewer: "If I could bring 100 customers to your doorstep to buy coffee in the morning, would you be willing to set up a discount for them, knowing you will have 100 customers? Why or why not?"

Possible Follow-up Questions:

- "What kind of discount would you consider offering to attract such a large group of customers?"
- "What factors would influence your decision to offer a discount in such a scenario?"

3. Expectations from Cooperation

Interviewer: "If there is such an opportunity for cooperation now, what benefits do you hope the cooperation will bring you?"

Possible Follow-up Questions:

- "Are there any specific outcomes or advantages you are looking for, such as increased sales, brand awareness, or customer loyalty?"
- "What would make a collaboration like this appealing to you as a business owner?"

Conclusion

Interviewer: "Thank you very much for sharing your thoughts with us today. Your feedback is incredibly valuable and will help us understand how to approach potential partnerships in community group-buying. Before we finish, is there anything else you would like to add or any other thoughts you want to share?"