Interview Questions

* Consumers

1. If you are asked to buy items using community group-buying, which type of goods are you more likely to buy？（Fruit & Veg、Bakery、Poultry, Meat& Seafood、Deli& Chilled Meals、Dairy, Eggs& Fridge、Snacks& Confectionery、Freezer、Drinks、Beer, Wine& Spirits、Electronics…）
2. If there is an opportunity for you to buy things cheaper, would you be willing to participate in group buying to get a discount? Why or why not?
3. What factors do you value most when choosing a group buying platform? Please explain in detail why these factors are important to you.
4. If you could design an ideal group buying app, what functions and features should it have? Please describe these functions in detail.

* Merchants

1、Have you ever heard of community group-buying？

2、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？

3、If there is such an opportunity for cooperation now, what benefits do you hope the cooperation will bring you?

Remember we need to fully respect our interviewees willingness to whether they want to be recorded or not.