All interviewees are generally supportive of group buying, valuing it as a way to save money and, for merchants, as a means to increase customer exposure.The consumers are particularly interested in the cost-saving aspect and are open to exploring the benefits of group buying.

**Key Suggestions:**

* **Timing and Logistics:** Merchants suggest scheduling group buying activities during off-peak hours to avoid operational conflicts, while consumers want timely and reliable delivery of goods.
* **Trust and Transparency:** Both merchants and consumers emphasize the importance of trust, accountability, and transparency in the group buying process to ensure a positive experience.
* **Platform Features:** Suggestions include easy search functions, notification systems for deals, transparent product information, and clear communication channels between buyers and sellers.
* **Expanded Offerings:** Consumers suggest broadening the scope of products available for group buying to include not only groceries but also entertainment and event-related purchases.