

A Study on User Experience Perceptions of Politeness in Community Group Buying E-commerce under the Background of Chinese Tourism

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Abstract— Under the dual background of the booming Chinese tourism market and the rapid rise of community group buying e-commerce, how to integrate the two for development has become a new research topic. As community group buying e-commerce platforms and the tourism industry develop in tandem, customers have higher expectations for the services provided by these platforms. However, there are various issues in actual service delivery. This study adopts the Critical Incident Technique (CIT) to analyze the collected data and form a systematic understanding of user experience perceptions. The results indicate that the overall user experience perception of community group buying e-commerce platforms is generally positive, but there are still deficiencies in some areas. Specifically, product prices have been recognized by most customers, but regulatory mechanisms still need improvement; in terms of after-sales service, customers generally report slow handling speed and incomplete problem resolution. Customer satisfaction is one of the key factors in measuring the success of e-commerce platforms. By understanding user experience perceptions, community group buying e-commerce platforms can identify service shortcomings in a timely manner, thereby optimizing service processes and improving service quality. Therefore, researching the politeness of community group buying e-commerce in terms of user experience perceptions is of great significance and can better promote the integrated development of community group buying e-commerce platforms and the Chinese tourism industry.

Keywords— Chinese tourism: Community group buying: Critical Incident Technique :E-commerce politeness: User experience.

I. INTRODUCTION

In recent years, China's tourism industry has shown continuous development. With the implementation of China's visa-free policy, a "tourism fever" has emerged, attracting more and more foreigners to travel to China. At the same time, foreign tourists have encountered a new phenomenon - community group buying. This is a business model that relies on community and leader social relationships to unite both known and unknown customers, increasing bargaining power with merchants to obtain the lowest prices. This model not only reduces operating costs but also provides consumers with relatively favorable prices and convenient shopping experiences. As the tourism market continues to segment, the integration of tourism and community group buying e-commerce has gradually become a new trend. On one hand, tourism e-commerce is exploring the use of community group buying to expand sales channels, pushing tourism products to the community market to tap into potential users. On the other hand, community group buying e-commerce platforms aim to enrich product categories by introducing tourism products, thereby increasing user consumption frequency. This integration provides consumers with diversified choices, allowing them to obtain tourism-related products and services on community group buying e-commerce platforms. However, during the development of this emerging integration model, issues related to user experience have not been sufficiently studied. User experience plays a key role in the integration of tourism and community group buying e-commerce. A good user experience can not only improve user satisfaction but also give enterprises a competitive advantage in the market. Although community group buying e-commerce has certain advantages in convenience and price, it still faces challenges in market regulation and after-sales service.

Enhancing user experience from the perspective of e-commerce politeness within this integration model is an urgent issue to be addressed.

In user experience research, politeness is not only reflected in language communication but also involves all aspects of service. In the context of the integration of tourism and community group buying e-commerce, polite service can make users feel respected and enhance the trust relationship between users, platforms, and merchants. For example, when users inquire about tourism products, polite and professional responses from customer service staff can effectively increase users' willingness to purchase the products. However, there is currently limited research on the relationship between politeness in community group buying e-commerce and user experience. This study aims to fill this gap. By studying user experience perceptions of politeness in community group buying e-commerce under the background of Chinese tourism, targeted recommendations and strategies can be provided for the tourism industry and community group buying e-commerce platforms. The research results can help platforms understand users' needs in terms of e-commerce politeness, thereby optimizing service processes and improving overall service quality. Additionally, for regulatory authorities, the research results can serve as a basis for formulating relevant standards and regulations, promoting the healthy and orderly development of tourism and community group buying e-commerce platforms, ultimately achieving a win-win situation for all parties.

II. LITERATURE REVIEW

2.1 Development and Current Status of China's Tourism Industry

As one of the most rapidly growing and largest industries in

the global economy, the tourism industry holds an important position in China's economic system. With the improvement of living standards and changes in consumption concepts, the demand for tourism continues to grow. Lu, Deng, and Wang (2007) pointed out in their research that China, with its numerous historical and natural attractions, has become one of the world's most popular tourist destinations. To promote domestic tourism, the Chinese government established three one-week holidays, known as "Golden Weeks," in 1999: National Day in early October, the Spring Festival in January or February, and Labor Day in early May. Additionally, the number of foreign tourists has been continuously increasing, and China is listed as one of the world's top five tourist destinations^[1]. Leung et al. (2014) noted that although the development of China's tourism industry started relatively late, it has achieved rapid growth since the reform and opening-up policy adjustments in 1978. China has become a leading tourism market in Asia, but it still needs to make continuous efforts to become a world tourism destination. As China's tourism industry continues to develop, the Chinese tourism market is also encountering new opportunities and challenges^[2]. Chen et al. (2020) analyzed the current policy system of China's tourism industry and found that China aims to become a global leader in tourism destinations, but this has had negative impacts on the environment. The tourism industry in China needs to implement sustainable development strategies without depleting resources available for future use and establish relevant environmental sustainability laws and regulations to promote sustainable tourism development. While promoting urban tourism development, it is also essential to advance rural tourism in China^[3]. Sun, Zhang, and Luo (2023) mentioned that China's tourism should aim for common prosperity, guiding the development of rural tourism resources with this goal in mind. By focusing on local characteristic resources and providing high-standard services, it is possible to actively explore advantageous resources during market transformation, thereby promoting the transformation and upgrading of China's tourism industry and achieving high-quality development^[4].

2.2 Development and Current Status of Community Group Buying E-commerce Platforms

The decline of traditional business models has accelerated the development of community group buying e-commerce platforms. Li et al. (2022) pointed out in their research that as early as 2010, China had already launched online group buying services on the Meituan e-commerce platform, and by 2016, community group buying began to emerge. The real opportunity for explosive growth in community group buying came with the outbreak of the COVID-19 pandemic^[5]. As Ying et al. (2022) mentioned in their study, due to the pandemic, customers were unable to make offline purchases as usual, and new channels were urgently needed to meet people's shopping needs. Community group buying rapidly developed due to its advantages in convenience and community connectivity. From a market competition perspective, the current community group buying e-commerce platforms face fierce competition^[6]. Wang and Tang (2013) pointed out in their research that from the

launch of Meituan on March 4, 2010, to the end of 2010, the number of group buying websites approached 2000. Among them, platform-based group buying e-commerce platforms are represented by Taobao, Juhuasuan, and QQ Group Buying, while independent group buying websites are represented by Meituan, Dianping, and Nuomi. In terms of consumer behavior, customers choose community group buying mainly for price advantages and convenience. Compared with supermarkets and traditional e-commerce, community group buying can provide more convenient services, especially in the daily procurement of fresh food^[7]. Zhao (2023) pointed out in his research that customers have more personalized demands for fresh agricultural products and place higher requirements on the timeliness, convenience, customization, diversity, and fun of services provided by fresh community group buying^[8]. Furthermore, Li et al. (2012) pointed out in their research that when the actual sales cost of community group buying prices does not show significant advantages, it is highly likely to weaken the retail profit of community group buying, thereby affecting the sustainability of the entire community group buying business model^[9]. Hongsuchon and Li (2022) revealed in their research that in the context of community group buying platforms, asymmetric information about products and services may cause customers to experience more anxiety during consumption-related behaviors, which poses a challenge to improving the user experience perception of community group buying e-commerce platforms^[10]. In summary, while community group buying e-commerce platforms have achieved phased results, their future development deserves further attention and research.

2.3 User Experience Perception of E-commerce Politeness

Politeness refers to adhering to certain social norms and ethical standards in interpersonal communication, expressing one's attitude and behavior in a friendly manner. In the e-commerce field, e-commerce politeness can be understood as the respect, care, and friendliness that merchants show to users through language and behavior during online communication, promoting good trading relationships. E-commerce politeness can directly affect users' satisfaction with the shopping process. Polite language and a positive service attitude make users feel respected and cared for when communicating with merchants, leading to a more favorable evaluation of the shopping experience. Whitworth (2005) provided an in-depth explanation of "politeness" and proposed four requirements: respecting users' choices, disclosing oneself, providing useful options, and remembering past choices. Whitworth pointed out that politeness is a key requirement for software success in the future^[11]. In a 2009 study, Whitworth suggested that politeness should be the distinguishing mark of a new generation of community software based on social synergy rather than technical efficiency. Social software can mediate social interactions, but politeness is a "blind spot" in software design; therefore, social software must learn a new skill—politeness^[11]. For the internet to realize its social and technical potential, software must be not only useful and usable but also polite. Chen and Hu (2017) mentioned in their research that politeness is related to business success. They modeled politeness as a

multidimensional construct in virtual business environments and developed a tool to measure perceived politeness in online business contexts, validating that various forms of impoliteness in stores can harm merchants, and politeness management is crucial for merchants with online storefronts^[12]. Chen and Huang (2025) illustrated the importance of user-centered service design in e-commerce platforms using a politeness framework. E-commerce platforms should strive to shift from "product thinking" to "user thinking," respecting customers and serving them politely during service encounters^[14]. In virtual e-commerce environments, trust is a crucial factor in users' purchase decisions. When users feel the sincerity and politeness of merchants, they are more willing to trust the product information and service commitments provided by merchants, thereby increasing their purchase intentions. Lalicic (2018) conducted a study on Airbnb, revealing that service quality is a key link between consumer behavior motivation and tourist loyalty. Enthusiastic service attitudes can improve customer loyalty, and the interaction and communication methods between merchants and users profoundly impact user experience perceptions^[15].

In summary, academic research on the impact of e-commerce politeness on user experience perceptions has achieved certain results, clarifying the connotation and manifestations of e-commerce politeness and its important impact on user experience. It has also explored related influencing factors and improvement strategies. However, there are still some areas that require further in-depth research. This study can further focus on the impact of e-commerce politeness on user experience in the context of Chinese tourism to meet the needs of global e-commerce development.

III. RESEARCH METHODOLOGY

3.1 Critical Incident Technique

The Critical Incident Technique (CIT) was first proposed by Flanagan (1954)^[16]. It aims to collect, analyze, and classify events considered critical in actual work, including both satisfactory and unsatisfactory incidents, to reveal the key factors influencing behavior. CIT is suitable for exploring user experience in service processes. Gremler (2004) used CIT in his research to explore the impact of service marketing and management publications on service research, providing guidance to researchers to better apply it in services^[17]. Johnson (2001) used CIT in his research to identify positive and negative customer service contact incidents from the customer's perspective, based on critical incidents reported by game customers and employees, providing management with direction to maximize resource allocation in areas of customer satisfaction^[18]. Grove (1997) utilized CIT to study data on customer satisfaction or dissatisfaction with service organizations due to the presence of other customers. By describing and examining respondents' experiences, recommendations were made for service managers providing services to multiple customers simultaneously, thereby improving service quality. In summary, the Critical Incident Technique plays an important role in studying user experience perceptions^[19]. This study will further explore user experience perceptions of politeness in community group buying e-

commerce under the background of Chinese tourism using CIT.

3.2 Research Design

This study focuses on various aspects of community group buying services. In the questionnaire, open-ended questions such as "Please give an example of the most satisfying event you experienced while using a community group buying e-commerce platform?" and "Please give an example of the most unsatisfactory event you experienced while using a community group buying e-commerce platform?" were designed to guide users to share their usage perceptions. This allows for the evaluation of users' overall impressions of community group buying e-commerce platforms and summarizes the key factors affecting user experience. The study targets customers who have used community group buying e-commerce platforms, covering different age groups, genders, and regions to ensure the sample is representative enough to reflect various customer perceptions of community group buying services comprehensively. The questionnaire will be promoted through online distribution, community groups, and other channels, and the data collection will be completed between January 5, 2025, and January 20, 2025.

IV. DATA ANALYSIS

4.1 Basic Information

This study collected a total of 73 questionnaires, of which 62 were valid and 11 were invalid. Questionnaires that were incomplete, misunderstood by respondents, or answered too quickly were considered invalid, resulting in an effective response rate of 84.93%. Among the 62 valid questionnaires, male customers accounted for 43.5%, with a total of 27 individuals, and female customers accounted for 56.5%, with a total of 35 individuals. From the gender ratio, it can be seen that the proportion of women using community group buying e-commerce platforms is higher. In terms of age distribution, the vast majority of participants were between 19 and 35 years old, showing the dominance of this age group. From an educational perspective, the vast majority of participants had a university undergraduate degree, accounting for 65.55%, while those with a graduate degree accounted for 31.25%, and participants with a high school education or below accounted for only 3.2%. The education distribution shows that the overall education level of the participants is relatively high, mainly concentrated at the undergraduate level. By sorting out the above basic information, we can preliminarily understand the characteristics of different types of customers when using community group buying e-commerce platforms. This lays the foundation for subsequent research on user experience perceptions, identifying potential issues and providing suggestions for improvement.

4.2 Classification Principles

Based on the 62 valid questionnaires, this study classified both satisfactory and unsatisfactory incidents. The categories and descriptions of satisfactory incidents are shown in TABLE 1, which include: logistics efficiency, precise recommendations, timely after-sales service, door-to-door delivery, and good quality at a low price. The categories and descriptions of unsatisfactory incidents are shown in TABLE 2, which include: personal privacy, advertising promotions,

communication channels, precise recommendations, and regulatory mechanisms. By using these categories and descriptions, classifiers can better categorize the data.

TABLE 1: Categories and Descriptions of Satisfactory Incidents

Category Name	Description
Logistics Efficiency	Fast logistics and delivery; products ordered on the same day can be delivered the next day.
Precise Recommendations	When customers search for keywords, products are accurately recommended, including personalized suggestions.
Timely After-sales Service	The community group buying platform handles returns and refunds quickly.
Door-to-Door Delivery	Products are delivered to the doorstep, providing convenient after-sales service.
Good Quality at a Low Price	High-quality products can be purchased at low prices.

TABLE 2: Categories and Descriptions of Unsatisfactory Incidents

Category Name	Description
Personal Privacy	The platform has issues with stealing user information, sending excessive text messages to customers, and false advertising, among other problems.
Advertising Promotions	Excessive advertising of products misleads consumers, resulting in customers receiving products that do not match the advertisements.
Communication Channels	The platform has few complaint channels, slow problem resolution, and fails to meet customer needs.
Precise Recommendations	Product and discount information is inaccurate, and the platform makes errors when responding to customer inquiries.
Regulatory Mechanisms	Low market supervision, inconsistent product quality, and weak regulation of pickup points.

4.3 Reliability and Validity Testing

Reliability analysis of key event technology classification generally includes individual classification consistency testing and inter-rater reliability. Through reliability testing, the obtained data can be assessed to determine whether it truly reflects customers' actual opinions, providing a solid foundation for subsequent data analysis and conclusion derivation.

4.3.1 Individual Classification Consistency

Individual classification consistency refers to the degree of consistency exhibited by two or more classifiers when subjectively classifying key events under different classification standards. This study invited three classifiers for classification: the first classifier is a university e-commerce lecturer, the second classifier is an executive in the e-commerce operations industry, and the third classifier is a manager of a group buying e-commerce platform. To ensure that the classifiers are not influenced by the first classification, the second classification was conducted 14 days later. Flanagan (1954) pointed out in his study that when the individual classification consistency of two or more classifiers is greater than 0.8, the individual classification consistency is considered good. From Tables 3 and 4 below, it can be seen that the individual classification consistency of the three classifiers is all greater than 0.8, proving that the individual classification consistency in this study is good.

4.3.2 Inter-Rater Reliability

Inter-rater reliability refers to the degree of consistency in the classification results among the three classifiers when categorizing the questionnaires. Inter-rater reliability is an

important indicator for measuring the reliability and validity of this study. After further organization and analysis, Tables 5 and 6 were obtained.

TABLE 3: Individual Classification Consistency of Classifiers - Satisfactory Incidents

Name	Number of Interpersonal Consistencies	Interpersonal Consistency
Classifier One	56	0.903
Classifier Two	57	0.919
Classifier Three	56	0.903

TABLE 4: Individual Classification Consistency of Classifiers - Unsatisfactory Incidents

Name	Number of Interpersonal Consistencies	Interpersonal Consistency
Classifier One	58	0.935
Classifier Two	57	0.919
Classifier Three	56	0.903

TABLE 5: Number of Inter-Rater Consistencies - Satisfactory Incidents

Number of Inter-Rater Consistencies	Classifier One	Classifier Two	Classifier Three
Classifier One	56	—	—
Classifier Two	49	57	—
Classifier Three	44	48	56

TABLE 6: Number of Inter-Rater Consistencies - Unsatisfactory Incidents

Number of Inter-Rater Consistencies	Classifier One	Classifier Two	Classifier Three
Classifier One	58	—	—
Classifier Two	48	57	—
Classifier Three	46	45	56

This study uses formulas to calculate A (average inter-rater consistency) and R (reliability). The formulas are as follows:

$$R = \frac{(N \times A)}{1 + [(N-1) \times A]} \quad (1)$$

$$A = \frac{\frac{2M_{12}}{n_1+n_2} + \frac{2M_{23}}{n_2+n_3} + \frac{2M_{13}}{n_1+n_3}}{N} \quad (2)$$

R = Reliability

N= Number of Classifiers

A=Average Interjudge Agreement

M=Number of Consistent Classifications Among Classifiers

n= Number of Samples Classified by Each Classifier

Based on the formula calculations, the following results were obtained:

TABLE 7: Classification Reliability TABLE

Classification	Average Inter-Rater Consistency (A)	Reliability (R)
Satisfactory	0.834	0.938
Unsatisfactory	0.813	0.929

As shown in TABLE 7, the average inter-rater consistency in this study is all greater than 0.8, demonstrating a good level of average inter-rater consistency. Based on the average inter-rater consistency, the reliability of satisfactory incidents is 0.938, and the reliability of unsatisfactory incidents is 0.929, proving the high validity and reliability of this study. This provides a reliable foundation for further research on user perceptions of community group-buying e-commerce platforms in the context of Chinese tourism.

4.3.3 Validity Testing

This study evaluates validity using face validity and expert validity. Nevo (1985) pointed out that face validity refers to whether an assessment tool or research method appears reasonable on the surface; it is a characteristic of the test^[20]. The theme of this study is closely related to people's daily lives and has high practical significance and application value. The reliability of expert testing should be a key factor in expert interviews. Dorussen, Lenz, and Blavoukos (2005) demonstrated that the reliability of experts can prove the validity of expert opinion data^[21]. Expert validity refers to whether research tools or methods are scientifically and reasonably judged by experts. This study sought the opinions and suggestions of two experts, who highly evaluated the research, deeming it to have high research value and practical significance.

4.4 Classification Results

To gain a deeper understanding of user experiences with community group-buying e-commerce platforms in the context of Chinese tourism, key incidents were extracted from both satisfactory and unsatisfactory events. From the examples in TABLE 8 (Satisfactory Key Incidents) and TABLE 9 (Unsatisfactory Key Incidents), we can more intuitively observe the users' real experiences.

TABLE 8: Examples of Satisfactory Key Incidents

Classification Name	Key Incidents
Logistics Efficiency	Ordered Tourism Products at Night, Delivered the Next Day
Precision Push Notifications	Searched for "tourism products" on Pinduoduo and received recommendations that met my needs
Timely After-Sales Service	Applied for a Refund on Meituan Platform, and Received the Refund Immediately
Delivery to Door	Xingsheng Youxuan Provides Door-to-Door Delivery Service, Very Convenient
High-Quality and Inexpensive	Able to Purchase High-Quality and Inexpensive Items, Prices Meet My Expectations

TABLE 9: Examples of Unsatisfactory Key Incidents

Classification Name	Key Incidents
Personal Privacy	Insisted on Reading My Phone Information, Forced Closing Background Notifications Was Useless
Advertising Promotion	Received Items That Did Not Match the Description, Products in the Pictures Looked Large but Were Actually Very Small
Communication Channels	The Delivery Range of Duoduo Maicai Platform is Not Detailed or Specific Enough
Precision Push Notifications	Meituan Preferred Platform Announced Price Drop Only After Purchase, Discount Information Was Inaccurate
Regulatory Mechanisms	Purchased Goods Were Mistreated at the Pickup Point, Haphazardly Placed

By summarizing the average values of different categories, the differences between various categories can be more clearly understood. Therefore, this study has classified and summarized satisfactory and unsatisfactory incidents separately, resulting in TABLE 10: Summary of Satisfactory Incidents and TABLE 11: Summary of Unsatisfactory Incidents, as shown below.

TABLE 10: Summary of Satisfactory Incidents

Classification Categories	Classifier One	Classifier Two	Classifier Three	Average Value
Logistics Efficiency	7	9	8	8
Precision Push Notifications	6	5	9	6.67
Timely After-Sales Service	13	13	9	11.67
Delivery to Door	18	15	18	17
High-Quality and Inexpensive	18	20	18	18.67

TABLE 11: Summary of Unsatisfactory Incidents

Classification Categories	Classifier One	Classifier Two	Classifier Three	Average Value
Personal Privacy	7	7	7	7
Advertising Promotion	7	9	8	8
Communication Channels	29	31	25	28.33
Precision Push Notifications	5	3	4	4
Regulatory Mechanism	14	12	18	14.67

From Tables 10 and 11, it can be seen that the user experience of community group buying e-commerce platforms presents multiple facets. In satisfaction cases, the two categories of "door-to-door delivery" and "cheap and cheap" were highly recognized, with an average of 17 and 18.67 respectively, indicating that the platform has provided a good user experience in providing convenient delivery and cost-effective goods. In the satisfactory incidents, "Delivery to Door" and "High-Quality and Inexpensive" received higher recognition, with average values of 17 and 18.67, respectively, indicating that the platform provides a good user experience in terms of convenient delivery and high cost-performance products. The average value for "Timely After-Sales Service" also reached 11.67, indicating that the platform is relatively efficient in handling returns and refunds. However, the average values for "Logistics Efficiency" and "Precision Push Notifications" are relatively low, at 8 and 6.67 respectively, showing that there is still room for improvement in these areas. The average values for "Advertising Promotion" and "Personal Privacy" issues are both 8 and 7, respectively, indicating that excessive advertising and unauthorized access to user information are of great concern to users. In terms of "Precision Push Notifications," due to issues with keyword recognition and inaccurate discount information, the average value is only 4, leading to a poor user experience. As for "Regulatory Mechanism," problems such as goods being mistreated and malicious reviews contributed to an average value of 14.67, highlighting gaps in market regulation in the community group buying e-commerce platforms.

Overall, community group buying e-commerce platforms perform well in certain service areas. However, improvements are urgently needed in precision push notifications, communication channels, and regulatory mechanisms to enhance overall service quality and increase customer

satisfaction.

V. CONCLUSION

As community group buying e-commerce platforms integrate with the tourism industry, although there are general regulations for e-commerce, policies and regulatory details specific to this integrated model of tourism community group buying still need to be improved. At the national level, in promoting the integration of the tourism industry and e-commerce, community group buying, as an emerging model, has not received enough strategic guidance. Its potential in promoting the downward transfer of tourism resources and boosting rural tourism development has not been fully explored. At the industry level, the tourism community group buying sector lacks unified service standards. For example, some platforms provide tourism products that do not match the advertisements, and the process for handling consumer complaints is complex and ineffective. The industry's platforms lack innovation and mainly rely on price competition. Additionally, the collaboration between tourism community group buying platforms and other related industry players, such as tourism suppliers and logistics companies, is not close enough, affecting the smoothness of the overall service chain and user experience. On the platform level, there are loopholes in the selection of tourism products by community group buying e-commerce platforms, with some product information being inaccurate or incomplete. The professional quality of customer service personnel varies, and they are unable to provide timely and effective solutions when dealing with tourism-related inquiries and complaints. On the consumer level, consumers' understanding of the emerging model of tourism community group buying is still shallow, and some consumers have doubts about the authenticity of the tourism products on the platform. After experiencing poor tourism community group buying services, consumers have limited feedback channels and find it difficult to obtain effective improvements after providing feedback. Based on the above issues, this study will propose recommendations from the following four aspects.

5.1 At the National Level

The state should introduce targeted policies to encourage community group buying e-commerce platforms to expand their tourism-related businesses. For example, platforms that perform well in promoting cultural exchange between China and foreign countries and enhancing the travel experience for foreign tourists should be given tax incentives or financial subsidies. A special fund should be established to support platforms in developing and innovating courteous e-commerce-related projects to further improve foreign tourists' satisfaction with Chinese tourism. Accelerating the formulation of service standards for community group buying e-commerce in the tourism field is also essential, especially emphasizing the norms of courteous e-commerce services. Clearly defining the language use norms, service attitude standards, and complaint handling procedures during interactions with foreign tourists can ensure that all platforms meet high-quality standards in courteous e-commerce, thereby improving the overall image of

Chinese tourism. Furthermore, national relevant departments should organize community group buying e-commerce platforms to participate in international tourism exhibitions and promotional activities, showcasing the unique model of combining Chinese tourism with community group buying e-commerce to the global tourism market. An international cooperation platform should be established to promote collaboration between domestic community group buying e-commerce platforms and internationally renowned tourism e-commerce enterprises, learning from international advanced experiences to enhance the international influence of Chinese e-commerce platforms.

5.2 At the Industry Level

Promoting the establishment of a tourism-related community group buying e-commerce industry should focus on courteous service and improving tourists' travel experiences as important aspects. Regularly organizing experience exchange among community group buying e-commerce platforms can help jointly solve issues encountered in serving foreign tourists, such as language barriers and cultural differences. Creating a good market competition environment will promote the healthy development of the entire industry. Strengthening cooperation between community group buying e-commerce platforms and tourism-related enterprises such as travel agencies is also crucial. For example, building a unified information-sharing platform can facilitate the intercommunication of tourism product information, tourist evaluations, and other data, providing more comprehensive and accurate services to foreign tourists. Through coordinated cooperation, a one-stop, convenient tourism service chain can be created for foreign tourists, increasing their overall recognition of Chinese tourism e-commerce services. Additionally, it is essential to collaborate with universities, training institutions, and other organizations to develop and train e-commerce service talents. Special attention should be paid to cultivating professionals with cross-cultural communication skills, familiarity with international tourism market rules, and proficiency in multiple languages. Course curriculums should include content related to courteous service and foreign cultural customs to improve the overall quality of practitioners, ensuring better travel experiences for foreign tourists.

5.3 At the Community Group Buying E-commerce Platform Level

Increasing investment in technology research and development, introducing advanced technologies such as artificial intelligence, big data, and speech recognition to enhance the platform's intelligence level. For example, developing intelligent customer service systems that enable multilingual real-time interaction, providing courteous and professional responses based on consumer inquiries quickly and accurately. Utilizing big data to analyze consumers' browsing history and purchasing behavior to offer personalized tourism product recommendations, with a focus on the appropriateness of courteous language and recommendation methods. Incorporating courteous elements into the platform's interface design and human-computer interaction processes. From user registration, product browsing, order placement, to after-sales

service, every step should use courteous language. Additionally, optimizing the interface layout to make it simple and clear, easy to operate, and reduce user difficulties during the usage process. For example, after a user successfully places an order, displaying warm and courteous thank-you messages and order confirmation information; providing courteous guidance and solutions when users encounter problems. Strengthening the training of platform employees, including content on courteous service awareness, cross-cultural communication skills, and tourism professional knowledge. Regularly organizing training courses and assessments to ensure that employees possess good service qualities and professional capabilities. By providing high-quality services, foreign tourists can have a good user experience, establishing a positive image of the platform.

5.4 At the Consumer Level

Community group buying e-commerce platforms should utilize big data analysis and other technologies to gain an in-depth understanding of foreign consumers' travel needs, preferences, and consumption habits. They should conduct precise marketing targeting consumers from different countries and cultural backgrounds, pushing tourism products and service information that match their interests. When communicating with consumers, platforms should use courteous methods, respecting cultural differences and personal privacy. For example, sending personalized holiday greetings and exclusive offers to consumers based on their country's festivals and cultural customs. Providing convenient, multilingual feedback channels for foreign consumers, such as online customer service, review systems, and feedback email addresses, is also essential. Timely collection of consumers' opinions and suggestions, followed by quick responses and handling of feedback content, will enhance the trust and satisfaction of consumers with the platform. It is important to communicate improvement measures and outcomes to consumers, boosting their confidence in the platform. Considering the potential lack of awareness among foreign consumers about Chinese tourism and the community group buying e-commerce model, platforms should carry out user education activities. Creating multilingual user guides, video tutorials, and other materials to introduce platform features, operational processes, tourism product characteristics, and relevant travel precautions for China will help. During educational guidance, focusing on courtesy and patience will assist foreign consumers in better using the platform and enjoying the pleasures of traveling in China.

In conclusion, in the context of Chinese tourism, community group buying e-commerce platforms play a key role in enhancing user experience through courteous e-commerce practices. From national-level policy support and regulatory guidance to industry-level collaborative efforts and talent development, and from the intelligent upgrades of community group buying e-commerce platforms themselves to precise services and effective communication at the consumer level, all parties should fully leverage the positive impact of community group buying e-commerce platforms in promoting the development of China's tourism industry. By comprehensively building courteous e-commerce, the satisfaction and

favorability of foreign tourists toward Chinese tourism can be effectively enhanced, attracting more foreign tourists to China. This will drive the deep integration and high-quality development of the Chinese tourism industry and community group buying e-commerce platforms. In the international tourism market, China will be able to rely on its unique tourism experiences and high-quality e-commerce services, helping community group buying e-commerce platforms better meet customer needs and achieve sustainable development.

ACKNOWLEDGMENT

This research work was funded by the grant from the Guangdong Science and Technology Program (China) under Grant No. 2024A0505050036. We deeply appreciate their financial support and encouragement.

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