Research on the O2O Model of Consumer Behavior under the Perspectives of Culture and Values

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Abstract

In this paper, we conduct research on the O2O model of the consumer behavior under the perspectives of culture and values. Electronic commerce is striding forward O2O will follow the pace of history. O2O mode obvious advantages, is helpful to promote the development of the electricity industry. O2O model development has quietly changed our life, is not only the change of consumption patterns, but also poses challenges to the traditional industry. O2O core is through the sale, to provide information and services, to push offline store sales promotion information to Internet users, and take them to the entity shop to consumer goods or enjoy. This paper integrates the consumer behavior to propose the new O2O model which is innovative.

Keywords: O2O model, consumer behavior, culture and values, perspective.

Introduction

O2O mode e-commerce is Online to Offline for short is a comprehensive integration of Online and Offline virtual economy entity stores operates business model. In simple terms, it is the supplier through the Internet platform, to provide services, such as discount, the entity stores information such as the service product pushed to the Internet users, consumers had to pay service through network selection and behavior, which converts the Internet purchasing groups to the supplier stores offline customers; Offline refers to consumers with various forms of payment credentials, go offline supplier entities shops and complete the final consumption. The emergence of the O2O e-commerce mode can from the following two aspects to understand its meaning as the follows.

- From the point of the trend of the development of e-commerce, e-commerce and traditional business relations from confrontation to competition that will eventually develop to unite, symbiotic, win-win stage, O2O e-commerce, mutual fusion for e-commerce and traditional business provides a new train of thought.
- From the perspective of the Internet and change the human life goals, and the Internet to provide more convenient service to humanity is the inevitable developing trend of the Internet early meet people's information demand, as this is primitive stage in the development of the Internet, and then development to meet the demand of people's consumption until the spiritual requirements, and this is the necessary implementation process of the Internet society value.

O2O e-commerce mode advantage mainly reflects in the following respects. (1) For the user: they don't go out can convenient online business information and the services provided a comprehensive introduction, and have consumption can be reference for the customer as able to communicate directly through the network online consulting which will reduce customer's cost of sales. (2) For the entity providers: taking Internet as the medium, and to use its transmission speed, numerous features, users through online marketing, increase the entity industry and opportunity, in the form of marketing for the offline entity stores reduced costs as greatly improve the efficiency of the marketing, and to reduce its reliance on the store location.

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Besides understanding the O2O model, we should also consider the consumer behavior for further implementation and modification. Consumer behavior in the 20th century 50s and 60s in the form of an independent discipline separated from marketing, development so far, the research paradigm can be grouped into two categories: positivism and the positivism. Foreign research about the relation between consumer resources and the consumer behavior is earlier than the domestic, have obtained results are abundant. Without a doubt, absorbing foreign beneficial result has the extremely positive significance to our country, the positivism including rational angle of view, behavior, cognition, motivation perspective, basic social perspective, character, attitude angle situation. The positivism paradigm including interpretation and the postmodernism are two basic perspectives. The theory of consumer behavior from positivism is then converted to the positivism underlying motive is the researchers to consumers the change of human nature hypothesis.

![Figure 1. The Demonstration of the O2O Model of Consumer Behavior.](image)

In this paper, we conduct research on the O2O model of the consumer behavior under the perspectives of culture and values. In the later parts, we will discuss in detail.

**The Proposed Methodology**

**The O2O Model Analysis.** O2O concept originated from the United States, the earliest by Alex Rampell in August 2010 formally put forward. Him in an article in the analysis to the TechCrunch, even in the electronic commerce is very developed in the United States, an average annual income of $40000 Americans also cost a mere $1000 in online shopping, and the remaining $39000 before tax flowers in the dining room, a gym, local service consumers such as gas stations and barber shops. The birth of the O2O mode has been wandering in the traditional e-commerce enterprises to seize the opportunities of the Internet. Unlike B2B, B2C, the characteristics of the O2O mode is to attract consumers in the online to offline store, the focus is local enterprises to provide products and services, thus O2O mode is especially suitable for products and services to door-to-door delivery of traditional enterprise, and have many advantages to the traditional enterprise.

According to the literature review, the characteristics of the O2O can be summarized as the listed aspects. (1) Electricity O2O mode devoid of the logistics makes products and services more price advantage. Compared with the traditional commerce, O2O and launched a high frequency of the promotional activities, through the network group is a very good example of these years, consumers can, by comparison with less money to get the same service. (2) O2O model is the combination of the online and offline virtual economy entity economy of the new model, compared with the traditional electricity, it not only on the cable business enterprises to participate in, at the same time also have
O2O mode through the mobile Internet will be linked to the online and offline merchant consumers, integrating offline resources through the network, businesses can O2O efficient by passing information to consumers, and consumers can be more convenient, that is quick to enjoy high-quality cost-effective service.

O2O mode overturns the traditional media advertising and expensive advertising costs, companies can through the website, Weibo, WeChat and mobile phone APP tools such as low cost of enterprise publicity, online consulting, information push service, etc. Through WeChat services such as KFC, to the fans to push in the new product, and provide the voucher, nearby stores search, order and order services, through the mobile Internet a good online interaction with the target customer groups, and attract customers to the offline store consumption.

**The O2O Consumption.** As the technology progress and network terminal constantly enrich and perfect the application of the O2O also from the early development of the OTA to more service industries, such as catering, entertainment, etc. Its application mode can according to the consumer for consumer information summarized as the following three ways. (1) Mobile terminals, consumers use mobile phone, PDA, intelligent mobile terminals such as hardware, through the WAP website page or related enterprise App to browse the commodity information, on the mobile terminal after completion by consumer electronics instrument can buy to pay to the shop. (2) Life scenes, consumer is in stores offline shops with use of mobile terminal and RFID technology scanning bar codes and QR code for preferential information or purchase merchandise, namely the purchase for a quick. (3) PC terminal, consumer through PC terminal on the O2O website browse that relevant commodity information, purchase online payment after obtaining consumer electronics instrument, in the period of validity to store authentication consumption.

E-commerce O2O model gave the consumers a lot of reference information, and because of the particularity of the O2O mode, the credibility of the information than simple electric business model. Consumers can first telephone counseling entity shop, after more understanding to choose suitable for their own consumption, greatly save the on-the-spot investigation of time and the energy consumers. While O2O can bring the customers the most real consumer experience, and experience the real consumption is the biggest characteristic O2O mode suitable for the local site development.

**The Consumer Values.** In order to create a consumer, the first thing to recognize the value of consumers, according to 20% of a typical enterprise's most valuable customers for enterprise to bring 140% of its revenue and that more than 40% of the profit is a 20% most no value swallowed by the consumers. The success of the enterprise, therefore, it is not that you have many customers, but you can find the value of consumer has many valuable customers. Modern marketing classic "customer satisfaction is the best indicator and the company's future profit growth point" of the connotation, is the enterprise marketing is not make up for the cost, and is to capture the consumers' mind the perceived value of products. Because consumer expectations are prerequisite to trigger a purchase, the consumer value feeling is the basis of the customer satisfaction and customer loyalty is a powerful guarantee that can be supported by the following perspectives.

- **Marginal utility theory.** Marginal utility is the western economists analysis of the consumer behavior characteristics of the proposed a theory. This theory is that: people pursuing goods brought the greatest satisfaction is the purpose of consumer goods and desire.
- **Consumer involvement in theory.** "Into" refers to the consumers' subjective sense of objective goods, the consumption of goods process and environment and the correlation of self.
- **Cognitive point of view.** This model will consumers portrayed as a thinking problem solver. Cognitive model research consumers search and the evaluation process of information about certain brands and retail channels.
- **Emotional point of view.** Considers its decision when consumer buys a product to a large extent influenced by emotions. The mood can really affect consumer involvement then affect the information collection.
Properties, results, and personal value between the description of the inherent law between the consumer's psychological factors and outer product entity established a straightforward connection is convenient for us to understand mutual influence factors in the process of consumption, which in turn helps business operators to identify consumer demand, make effective marketing strategy. It can be seen from the relations between and among the product attributes can reflect the value of consumer demands is the key to product can win consumers' resonance. For better demonstrate this perspective, in the following figure two, we demonstrate the characteristic of the consumer values.

Figure 2. The Characteristic of the Consumer Values.

**The Consumer Behavior.** In a consumer society consumer self-concept becomes main content of consumers' life, and so the concept of self in psychology research evolved into more specific consumer self-concept research. Consumers' consumption psychology and consumption behavior is influenced by its self-concept and restriction, consumer self-concept is different, the characteristics of its performance on the buying behavior are also different.

Consumer behavior as well as other activities, its behavior guide mechanism, there are two basic aspects, on the one hand are dependent on external guide social forces, on the other hand is relatively independent of the individual self-guide of external environment. And this kind of self to guide the formation of it is through the development of self-concept. For the better research, we should consider this issue from the following aspects. (1) Qualitative research, at present, the qualitative research method has been widely used in market research, and got common recognition in consumer behavior research in the literature. A qualitative research is to measure things by comprehensive description and classification of research. One of the basic characteristics of the qualitative research is it does not require consumers shall, as in accordance with the pre-arranged response categories to answer this question. (2) Quantitative research, quantitative research is measured by number of things and in the quantitative study, according to the scale of the digital consumer answer. (3) The combination of the qualitative and quantitative research methods, the conclusion by qualitative research is very limited, so some marketers using the combination of the qualitative and quantitative research to help make strategic decisions. They use qualitative research to find and develop promotional strategies using quantitative research is successful to predict consumer response to the promotion investment.

**The Culture and Consumer.** Consumption is the basic condition of human existence that is an important part of human social and economic activities. The formation of consumption view, not only affected by the factors such as income level, price level, but also by everyone in the family and social economic environment and traditional culture, individual culture quality, religious belief and other non-economic factors. Cultural lifestyle including specification and individual way of life and the former refers to the social culture values the behavior of most members of the community have a
stronger role specification. The latter refers to the individual interest and the hobby a greater influence on individual behavior, and social culture has little impact on traditional values. In the normal way of the life in the society, marketers should pay special attention to "opinion leaders" impact on individual consumer behavior. While understanding the cultural connotation from different angles has certain difference, but almost all anthropologists think of culture has the following several characteristics.  

1. Culture is to learn and know;  
2. Culture is to inculcate;  
3. Culture is a social, shared with the members of society;  
4. Culture is constantly evolving;  
5. Culture is integrated.  

From the content point of view, culture including material culture, values and attitude, aesthetics, language, education, religion, and the social institutions such as the variable. To research the target market of the consumer behavior should be combined with the characteristics of the culture and the variables, through analyzing the cultural background of the target market, formulate marketing mix strategy for the enterprise to provide the reference.

Conclusion

In this paper, we conduct research on the O2O model of the consumer behavior under the perspectives of culture and values. With the rapid development of Internet, e-commerce mode in addition to the original B2B, B2C, C2C business model, recently a new type of consumption patterns O2O has developed quickly in the market. O2O mode is for the perfection of this pattern provides the function of online payment, the cognizance of actually complete a deal, can transfer online customer for actual offline client, and volume data is accurate, offline supplier to advance for business deployment. Under this basis, this paper proposes the new idea on the O2O model that will be meaningful.

References