Research on Consumer Behavior Change in Mobile Internet Environment

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Abstract

With the rapid development of mobile Internet and intelligent terminal technology, profound changes have taken place in social life form and business operation mode. The popularity and application of mobile Internet technology have changed consumers' buying habits. The traditional real retail industry has been in a recession, and a large number of new retail models have emerged. The concept of "new retail" has become popular in the industry. While focusing on the elements of scenario construction, the existing research is also aware of the impact of service scenario on customer psychology and behavior. This paper will discuss the characteristics and trends of new retail in the mobile Internet environment, and analyze the forms of consumer behavior changes.

Keywords

Mobile Internet Environment, Service scenario, New retail, Consumer behavior.

1. Introduction

In the first half of 2017, China's e-commerce volume accounted for 13.2% of the total retail volume, far surpassing South Korea, the United States and Japan, ranking first in the world. The pattern of traditional retail industry in China is being rapidly subverted. At the level of technological innovation, the development and application of Internet of things, virtual reality, artificial intelligence and other technologies make consumers' purchase experience better, promote consumption upgrading, reduce operating costs and improve efficiency; at the level of model innovation, the emergence of e-commerce, sharing economy, community economy and other business models has changed consumers' purchase habits, enhanced customer stickiness. The secondary development value makes retailing more advantageous and become a comprehensive position of commercial drainage and terminal services. The new retail model is user-centered, changing the service model with the change of scenarios, creating additional value based on the service scenarios. In the service scenario construction, the user centered application scenario is formed with the help of cloud computing and big data technology, which can change the user's thinking mode and behavior habits. In terms of the impact of service scenarios on customers, Rose(2012) found that the service scene experience of online customers can improve the inner pleasure of online consumption, so as to achieve the "flow experience" state. Xiaoqing Song, Yang Zhao(2015) discusses the sensory perception of brand products in the context of online consumption from the perspective of personal cognition, which shows the applicability of cognitive psychology theory to the study of online customer experience. It can be seen that both offline and online service scenario elements will affect customers' mood and experience, as well as their cognition and behavior.

2.   New retail features in mobile Internet Environment

2.1 Store layout is life oriented, scene oriented and focuses on consumption experience

The new type of retail combines "people, goods and market" organically, and evolves the traditional "selling goods" into "selling life" by transmitting perception, creating experience and customer communication. It has become an important feature and logo of the new retail format that the store layout is life-oriented and scene oriented, focusing on the experience, communication and participation of consumers. In the sample, Yintai house selection is the most typical one. It has coffee bar, book bar and home sample room in the store layout. As a whole, it is a home space that integrates experience and shopping. Consumers can directly place orders for all satisfied products in the scene.

2.2 Replacing commodities with customers and blurring commodity categories

Different from the traditional retail enterprise's commodity management mode, the new retail enterprise takes the customer demand as the basis, introduces the community thinking into the store management, and replaces the traditional management commodities with the concept of customer management. The commodity categories are more and more wide, and the management categories are difficult to match in the traditional retail. The development of modern supply chain technology provides technical support for this model. In the future, geek will realize the drainage and customer operation through the independently developed sharing cool game platform, provide the latest global explosion products for customer integration through the global supply chain management technology, and extend the sharing economy mode, "emphasizing the right to use, weakening the right to own, and making use more valuable than ownership". Three squirrel stores not only sell nuts and snacks, but also sell pillow, doll and other related products that target customers are keen on.

2.3 The new type of retail label is mobile Internet, but it tends to operate through all channels

Under the background of the mobile Internet economy, the competitive advantage of e-commerce to the traditional entity retail lies in the low cost and high efficiency. As the first group to change in the retail industry, the new retail must be combined with e-commerce, so the new retail must be labeled with the mobile Internet technology. However, in the 2016 Research Report on the development of China's online retail market, China Chain Management Association pointed out that after nearly 10 With the rapid development of, in the trend of social consumption upgrading, the user and traffic dividends brought by pure e-commerce are gradually disappearing, consumers and businesses are more rational towards e-commerce, low price is no longer the only selling point, high quality and personalization become the new pursuit, online category penetration and user penetration space are gradually shrinking. E-commerce sinks, integrates offline resources and improves consumption experience; traditional retail grafts efficient and advanced Internet, expands sales space, highly integrates online and offline, supports the application of logistics supply chain technology, and omni-channel operation becomes the inevitable way of new retail, "network + store + logistics" becomes the standard of new retail. HEMA fresh built its own logistics, each store dozens of distribution personnel, to solve the online 5000 odd half an hour home problem.

3.   Development trend of new retail

3.1 Data based management becomes the direction

The application of big data technology makes the merchants get the target customers more accurately. Under the internet background, the merchants can restore the preferences, characteristics and wishes of the consumers to the maximum extent according to the data analysis of the consumers, and then push the most matching commodities to the consumers through the Internet technology, and finally promote the completion of the transaction. Data technology can not only grasp the structure, flow, purchase cycle and profit rate of different target consumer groups from a macro perspective, but also accurately perceive the purchase frequency, purchase preference, loyalty and loss probability of each consumer from a micro perspective. This mode adapts to the fragmentation of consumption habits and demand in the context of mobile Internet. This kind of retail operation based on data will become the leading role of new retail.

3.2 Retail and production will be closer and closer

The rapid product iteration and update of new retail requires that it must pay attention to product design and production, not just spot based distribution and retail. In the future, retail will participate in product design and production more and more, retail and production will be closer and closer, or even integrated, and private brand retail will become a trend. For example, customized sales of red collar and Sofia.

3.3 Sharing economy becomes the future

In 2016, the trading volume of China's sharing economy market reached rmb3.45 trillion, and the total number of participants in the sharing economy reached 600 million. With the popularization of mobile Internet, sharing economy has been accepted by more and more users and become an important part of daily life. Under the background of mobile Internet economy, the future retail channel construction is bound to be open and shared, and achieve greater win-win through sharing channels and building a ecosystem, which is actually the business model of sharing economy. In the future, every commodity and every purchase of retail will be the flow entrance. Sharing economy will become the future of retail.

3.4 Retail operation tends to be platform and ecological

The new type of retail can obtain and occupy traffic with better consumption experience and community operation by arranging high-quality goods in the end consumer gathering area, and provide local life platform service or cross-border operation relying on the traffic advantage. In the future, retailing will not only build value chain around commodities, but also build ecosystem and ecological chain around terminals. The platform and ecological retail enterprises will be the leaders in the field of social commercial circulation in the future. Taking Jingdong Mall as an example, based on e-commerce retail, aiming at precise customer groups, relying on big data technology, it carries out innovation in the field of consumer finance, and builds its own logistics distribution system. It shows us that new retail is not only retail.

4. Analysis on the change of consumer behavior

4.1 The manifestation of consumer behavior change in mobile Internet Environment

(1) High end and healthy consumer products. At this stage, Chinese consumers are more critical about where to spend their money, so the past general and rapid market growth no longer exists. Consumers began to spend more on improving the quality of life and experience, such as spa, tourism, leisure and entertainment. The healthy consumption category is reflected in the focus on healthy diet, health care and sports fitness, and the proportion of Chinese consumers buying health care products and sports products is also increasing.

(2)Consumption is more frequent and fragmented, pursuing multi-channel consumption. On the one hand, with the convenience and popularization of shopping methods and the diversification and individuation of consumer demand, the consumption shows the characteristics of multi frequency and fragmentation. On the other hand, because of the popularity of mobile shopping, people can place orders online anytime and anywhere, which makes consumption more frequent and fragmented. Multi channel consumption meets the needs of consumers at any time, any place and any way to purchase, and adopts the integration of physical channels, e-commerce channels and mobile e-commerce channels to sell goods or services, providing customers with no different purchase experience.

(3)Consumer behavior is more rational. In the traditional commercial society, consumers mainly know about business through media advertising. Traditional media such as TV advertising, newspapers and magazines are the main sources of consumers' access to commodity information. In the era of big data with the Internet as the medium, if consumers have consumption demand, they will first obtain information data related to commodities through the Internet, and then make more rational and prudent choices after they have a detailed understanding of commodity information.

(4) Consumer behavior is susceptible to evaluation. In the traditional business model, consumers mainly judge the quality of goods through the evaluation and reflection of the mass media. With the advent of the era of big data, consumers can directly publish their feelings about the use of goods in the Internet channels. This kind of real evaluation from consumers themselves will become an important basis for inducing customers. These evaluation information will also be collected by commercial data companies, thus forming the evaluation data source for a commodity to be effectively enlarged. In the era of big data, the model of user evaluation has a wider influence and plays a direct role in guiding consumers. Consumers will form a preconceived impression of commodities before consumption and finally reflect it as sales volume. This kind of evaluation from consumers will spread in various ways, and it will have more and more influence on enterprises. Sometimes it can even influence the fate of a certain commodity or enterprise.

(5) Consumers no longer rely on brands for publicity. In the traditional business model, the value of brand lies in the quality of goods. With the advent of the era of big data, the importance of brand is gradually decreasing. As consumers can get information of commodities through various channels, so it is easier to grasp the real quality of commodities, brand is no longer the only basis for measuring the use value of commodities. Especially in the era of large brand enterprises gradually implementing outsourcing supply chain production mode, products of the same brand may have different quality due to different production locations. Due to the wide range and diversity of big data information, these differences will soon be known by consumers, so that consumers no longer believe in the quality of big brands, and big data greatly reduces consumers' dependence on brands.

4.2 The impact on consumers' purchase behavior

4.2.1 Impact on consumer demand for goods

On the Internet, various forms of advertising will also stimulate consumers' consumption, so that consumers can produce commodity demand. For example, an advertisement appears on a website with different themes in various forms, which makes consumers directly or indirectly, consciously or unconsciously pay attention to the information of the advertisement, arouse consumers' interest, stimulate consumers' demand for goods, and make consumers become purchasers of a product. However, as far as the current situation is concerned, the coverage of the network is not as good as the general mass media, and the number of online consumers is limited, and online advertising has little impact on consumer demand. However, with the advent of the information age, the means of network marketing are also constantly strengthened, and the influence of EC on the demand of online consumers will increase day by day.

4.2.2 Innovate the way consumers collect goods

In the traditional consumption mode, after consumers have demand for the same product, the source of information about the product can only be obtained through four information channels: themselves, businesses, friends and the public. The emergence of search engine provides a shortcut for consumers to collect commodity information, and also reduces the cost and time for consumers to collect commodity information. Consumers can get the product information of the product by searching the website and viewing the product they want to buy. At the same time, the shopping website can also provide consumers with more comprehensive commodity information. In the shopping website, consumers can easily understand the market situation of the required commodities, so as to fully understand the characteristics of commodities. Although EC can effectively improve the efficiency of consumer information search, and also change the traditional purchase behavior of consumers, but the impact of EC on the purchase behavior of different products of consumers is not the same. Search engine has relatively limited influence on the commodities that are often used and relatively cheap. But for the products that consumers often use, search engine is not needed, and consumers usually use their own subjective consciousness to purchase. When consumers want to buy relatively high prices and usually not easy to change goods, high-value and high-risk products will further affect the purchase behavior of consumers.

In addition, the impact on consumers' purchase behavior is also reflected in changing consumers' post purchase behavior and reducing the cost of purchasing goods. Consumers can publish information and opinions to the shopping website through the shopping website of the purchased goods, and tell the merchants how they feel about the goods in the most direct way. At the same time, they can also use e-mail to express their feelings and make suggestions to the manufacturers or sales companies.

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