Smart Consumption Mode Research of Community Business
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Abstract. By speeding urbanization and economy growth of China, community as a type of living mode has expanded in Chinese cities. Community business, as a new business style, brings with the communities. The author research that how the community business to affect people’s consuming culture.

Introduction
Consumption is the procedure of persons to satisfy self-requirement by society product. It could divide into individual consumption and manufacture consumption. The author just do the individual consumption study. Individual consumption, is the procedure of people consume products, service and human works to satisfy personal necessary. It is the essential requirement of survival and developing of people, and is common thing in daily activity.

Individual consumption needs types of goods, include food, cloth, accommodation, traffic, and etc. Different person have different consumption culture based on personal trait, living culture and taste. In the information society, people also change their consumption culture by IT technology.

The Analysis of Individual Consumption
The Influence of IT to Individual Consumption

The information society, after industrialized society, is the society which leading factor is information. IT industry is the major part of the national economy. Points of information society are application of IT in traditional industry and construction level of IT infrastructure.

In information society, individual consumption is dependent on information technology and IT device. From wired network in early to current wireless network, internet is still fast developing. As the platform online consumption industry, the network and IT device have some factors as:

Convenient mobile device: by convenient mobile IT device, users should connect Internet everywhere. The application scene of wireless network keep changing when the terminal device is moving with a person. Because you could get network in anywhere on any time, it expands application of network, such as people spend much more time on network with the wireless internet.

Local service: by local wireless internet, customers should search local service easily. Sometimes, customers even would start a interact net by mobile devices. So local service is better received.

Easier using: mobile devices is more convenient and miniaturization, so the operator interface also need easier to use. Current customers prefer quick simple convenient service, such as scan for payment. No one likes complex interface, and it must fall in market.

Consumption Characters in Information Society

With growth of Internet (especially wireless Internet), and upgrading of mobile device, consumption characters of customers are different:

Autonomy: customers has their own opinions, they know themselves’ value. By internet, they know the marketing strategy of companies, and don’t trust the advertisement as before. Online shopping customers has more mature mind about consumption, and easily have a suspicion. They believe the information and estimation from the third party about a product is more reliable to
More and more customers thought that their requirements are different from others. The facticity of information is important for customers, they pay more attention to using effect and feedback of products from real consumers, they trust the information that collected by themselves.

Made decision by themselves: In information society, customers has been armed by IT devices, the mobile device is in their pockets, so they could obtain much information of a product immediately. By this information, customers should make more smart decision. They could compare the price of a product in different market distribution channels, such as online shop, stores, large shopping mall, specialty stores. Sellers are losing their dominant position of information and competition with customers.

Sharing information immediately: on the net, customers make mass accessible information, they like to communicate with others whose tastes and cultures are the same. They also shared experience, mind, suggestion of using a product. Companies should change their communication method with customers, they need to cooperate with these “experienced” customers, using their knowledge, take them part in the marketing.

Community Business

Community is a group of some social organization on a living area. The definition of community still doesn’t have accurate interpretation. But the agreement is that “a community is a group in a living area, which has a fixed number of people, living facilities, and also has similar culture.” So community is a “social group of people in a living area”.

Status of community business: coexistence of stores and online shop.

Traditional retail trade has a long history, and meet people’s living requirement. For residents, they need some special goods or service (e.g. Chinese like fresh produce, as vegetable and fruit). So traditional retail trade is still an important part of residents’ life. But traditional retail trade must have market place and trading face to face, it has high price and cost, and is hard to get scale effect.

Because of the fast development of Internet, people’s life get fragmentized, they spend less time on usual consumption. The traditional retail trade has limited trade place and need to spend long time to business. Customers prefer online shopping to stores, and retailers also try to join into the online trade industry. Comparing the traditional retail trade, online business doesn’t need fixed trading place, operating cost is lower than traditional retail. Customers just stay at home to finish inquiring price, placing the order and paying online. Because all trading activities could be done online, it is more convenient than shopping on the street. Urbanites like online shopping by its convenience. But its weaknesses exposes with its growth, as false advertisement, no after-sales service, fake produce, etc. The online shops need brick-and-mortar stores to show their physical products.

When physical stores and online shops could meet customers’ requirement by themselves, cooperation is the only solution. The new trading method—online to offline, should combine the advantages of online/offline business to improve product and service. In the past, the relationship of online/offline business is “not me or not you”, the new trading method is sharing the benefit for the other.

Application of IT in Community Business

Current retail market is still changing, the retail method is from commerce centres to supermarket, warehousing market, community shops and online shops. The community shop is at the end of retail channel, which faces customers directly, so it is preferred by retailers. The community will be great growing by financial and political support.

Some online business companies started their community business, such as DINGDONG Community business, 001 Business, SHUNFENG Hey Store, etc. Some of them are successful, others are failed. Property management companies also tried to join the new community market. Based on their Brand, they built community stores as “COLOUR LIFE+”, LONGFOR Community
online shop. The competition of community business is very keen, so community business must upgrade their retail service by new technology. Some of them try to use the information technology.

“A quarter distance” business circle:
This business circle’s aim is to servicing resident in the community, its characters are convenient, fast and promoting the consuming. People should meet their living requirement in the business circle. Its service/produce are frequent and convenient, but the price is not cheap. Because the population of residents in the community is stable, the community market is stable. The new trend of community business is intensified, normalized, standardized, informatization. With cooperation of online shop, the business circle should meet the requirement of residents by supermarket, convenience store, chain store, specialty store in a range from 500 to 3000 meters.

**Big Data Technology Update the Community Business**

The Big Data Management would change the community business. In information society, consumption creates mass of data. The core of Big Data Management is finding the commercial value of mass data, not only collecting data. The worth of Big Data Management is accurate market position, Brand promotion, effective benefit management, and information evaluation.

1). Accurate market position—with support of Big Data, community companies should get accurate market information, include segment of target market, market property, customers’ requirement, information of competitors. By the information from Big Data Management, companies should have better business solution.

2). Information evaluation—if you want to start a successful community business, firstly you need to find out your position in market, secondly meet the requirement of customers by user files. For example, expense of living, channels of choosing product, products which customers prefer, consuming amount of living produce, customers’ work environment, and individual consumption opinion. The function of users’ file is more effective in community. Because the living unit in community is family, the Big Data Management could collect data for every market unit, and by its support, community business could design special marketing strategy to appointed customers.

3). Creating Big Data Base—the Big Data Base should save all feedback data, then through classifying, analogizing, and analyzing, the user of data base should know requirement & taste of customers, weakness of current product and service. The community companies would improve their produce and service, to meet community residents’ requirement better by the support of Big Data Technology.

**Conclusion**

In modern society, consumption methods of people are changing with developing of IT and mobile device. Personal mobile device makes people connect the Internet anytime and anywhere. People’s life is more convenient than before. The community environment also creates a new market, community business. The community companies should accurately aim at the target market, improve their market power and supply better product and service to customers.

**Reference**


