

# Farm House Enjoyment E-commerce O2O Model Development Research

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**Abstract.** With the development of social economy, people's material life level has been effectively improved. But the fast-paced city life has increased people's pressure. Therefore, modern people pay more attention to the enjoyment of the spiritual life, advocating the leisurely and comfortable life of being close to nature. However, under this market demand, the development of farm house enjoyment is stimulated. One the one hand, the farm house enjoyment has solved the problem of people's pursuit of spirit enjoyment and reduced the pressure of life, on the other hand also effectively promoted the rural economic growth. In the information explosion in the 21st century, the Internet economy arises at the historic moment, the organic combination of e-commerce O2O mode with farm house enjoyment is the embodiment of Internet economy. Based on this, this article has carried on the related research on the current farm house enjoyment e-commerce O2O model development aiming at promoting the effective running, healthy and sustainable development of economy of this mode.

## Introduction

In recent years, under the background of the constant development of electronic information technology, the electronic commerce in our country has obtained rapid development and injected fresh blood for the social economy. At present, e-commerce has provided a broad platform for the development of all walks of life, among which O2O mode is welcomed by vast number of merchants. The traditional farm house enjoyment development mode has many shortcomings, not conducive to the sustainable development. In order to breakthrough the development bottleneck, seeking new development opportunities, e-commerce O2O mode certainly becomes the best choice. At present, our country's farm house enjoyment e-commerce O2O mode is in the early stage with trial and error, in the development process, it will inevitably meet this or that problem. Therefore, in view of the current farm house enjoyment e-commerce O2O mode developing situation, the related research on which has a great realistic significance.

## Overview of farm house enjoyment

With the improvement of the social living standards, people also put forward new requirements for tourism. Popular services provided by the traditional tourism cannot meet their needs, what they pursuit is a kind of personalized free and relax tourism products. Under such a background, farm house enjoyment mode was able to be produced. Consumers through farm house enjoyment can enjoy leisure and healthy way of life, gathering together with family friends to feel the nature. As a new way of tourism and leisure, farm house enjoyment is a leisure travel way for modern urban people to return to nature so as to get relaxed and have cheerful spirit farmers provide.

Farm house enjoyment is a leisure and comfortable life state which can effectively relieve people's psychosomatic exhaustion as well as a relatively simple way of life for people, urban residents in a city with more advanced economy demand more for this life style. The earliest development of farm

house enjoyment can be traced back to the 1960s, originated from Europe and got rapid development, gradually forming a farmhouse tourism. The farm house activities at that time mainly include rural landscape, participating in local agricultural work, feeling the local customs, and enjoying the local traditional food, etc.

The business owners of farm house enjoyment mainly show the characteristics of the three words "farm", "house", "enjoyment" through creating the theme of "green", "healthy" and "fun". The business owners meet consumers' demand mainly through the processing of local healthy agricultural products--nature beautiful pastoral scenery around the farm house is a good way to satisfy their spiritual enjoyment. So farm house enjoyment is developed rapidly in the cities. According to related survey data, in our country we have more than hundreds of thousands of farm house enjoyment, among which the ones with large scale have reached tens of thousands, hundreds of millions of customers each year are received, annual income up to one hundred billion yuan, millions of farmers benefit from it. Under the situation of farm house enjoyment prevalent at present, farm house enjoyment has strongly driven the development of the rural economy in our country. Farmers can generate revenues by not just relying on traditional production mode. It increases the farmers' income source channels and gets government's support.

### **The farm house enjoyment development present situation analysis**

From our analysis of the status of the current farm house enjoyment development, there mainly exists the following problems:

First, the development is lack of features. Now many merchants think that farm house enjoyment is very promising and they can obtain higher yield, so they all enter the farm house enjoyment industry. Although the market has been effectively extended, the reality is not ideal, there often appears many merchants in the same area. Besides, there exists also problems such as development localization not clear, service differentiation not obvious, lack of features etc., combined with fierce competition in the industry. All these lead to poor management effect, not conducive to the sustainable development. At present, people are more interested in new things, farm house enjoyment development situation can not satisfy their needs very well. Therefore, it is urgent for merchants to breakthrough the current development bottleneck to improve and innovate the existing development mode unceasingly. These two are focuses cannot be ignored in the process of farm house enjoyment development.

Second, the seasonality of farm house enjoyment is obvious. In general, the tourism management has obvious time and seasonal differences, the businesses on weekends and in holidays are often good, and in the working time cold, showing a serious cold and good in difference. Especially on farm house enjoyment, this phenomenon will lead to a result that many farm houses cannot develop products, tourist resources are idled and wasted. This brings difficulties to the merchants' management. In recent years, a lot of farm houses closed down because of cold business.

Third, lack of platform for the interaction and communication between consumers and merchants. In the market economy, if there were information asymmetry between consumers and merchants, it would not be conducive to the development of merchants. This phenomenon exists in the process of the current farm house enjoyment development, leading to a result that, the interconnection of information between consumers and merchants information is not well. On the one hand, merchants can't stimulate consumer consumption, on the other hand, it is hard to meet the needs of the consumers. Under this kind of relationship, merchants find it difficult to develop new customers and also unable to retain old customers. As a result, only after merchants have a full understanding of consumer demand can they gain advantages in the fierce market competition.

Fourth, lack of professional management personnel. The more economic and social developed, the higher management requires. Currently, due to the lack of specialized talented person in farm house enjoyment management, the latest industry information can not be docked while right marketing methods can not be found.

These problems have seriously hindered the rural sustainable development. So, if the farm house enjoyment development want to break the development bottleneck, it must keep pace with the Times to realize the coordinated development with the modern economy. E-commerce is a new kind of business model under the new economic era, with characteristics of high efficiency, low cost, fast communication, fair competition and all-weather service etc, well making up the deficiencies of the traditional commerce, effectively promoting the economic benefits. Generated by using e-commerce platform to promote their own development, it is undoubtedly an important step for farm house enjoyment to break the development bottleneck. Developing characteristic projects through e-commerce platform can bring new opportunities for its development[1].

### **The farm house enjoyment e-commerce O2O mode development necessity analysis**

In today's rapid development of e-commerce, people's consumption pattern has undergone earth-shaking changes, the diversity of people's consumption style able to be realized. Traditional e-commerce can well satisfy people's goods and material consumption. Consumers mainly browse commodity through electric business platform, and purchase goods which can meet their demand, then through a third party logistics merchants will deliver goods to consumers, for example, Taobao, Jingdong, Dangdang and other e-commerce sites are representatives. But as unceasing enhancement of people's living standard, the traditional electronic commerce mode can't meet consumers' diversified consumer demand. In addition to online consumption, consumers' demand for offline consumption is also increasing. Due to the stimulation of the online and offline consumer demand, O2O e-commerce model has obtained the fast development by the broad masses, especially favored by young people. O2O mode is a kind of online and offline mode, namely completing reservation online by searching the merchants and commodity information on the website then going into the store consumption offline. Like nowadays watching a movie, a haircut, catering and so on all can adopt this kind of mode of consumption, for example, group-buying websites such as Meituan, Nuomi etc. Currently, O2O model has broad prospects for development, winning the favour of electrical business leaders. The development of farm house enjoyment introduces e-commerce, bringing huge advantage for its development, which are mainly embodied in the following aspects: First, effectively reducing the cost. Merchants can show the characteristic service in detail through farm house enjoyment e-commerce platform and provide sales and booking online. Consumers can search the comprehensive information service, booking online. Second, broadening the channels of information. The information flow under e-commerce is fast and wide spreaded. Merchants can quickly capture the effective information, integrating the consumer demanded information, supplier information and competitor information together to provide higher quality service, seizing the market opportunity. Third, satisfying consumers' personalized needs. By electric commerce platform merchants can collect consumer's feedback information timely and accurately, through the analysis, to developing innovative and targeted projects, and updating product information in time to attract more customers.

### **Farm house enjoyment e-commerce platform development present situation analysis at home and abroad**

As the farm house enjoyment was originated from Europe, combined with the mature e-commerce development in western developed countries, driving the development of the farm house enjoyment electronic travel electric business network accordingly. In recent years, the farm house enjoyment electronic commerce O2O model is developed rapidly in European and American developed countries, achieving remarkable result. European and American developed countries' O2O development mode of farm house enjoyment won strong support from all sides of society such as government, individuals, businesses, research institutions and social organizations. On the website, services such as the reservation of hotel, transportation notes, attractions notes, tourism product line products are provided. In addition, online survey, complaints and feedback, tourism scientific

research, information search, language selection, electronic map query, information exchange and exhibition, member management, E-mail, polls, etc. are also provided. The function is perfect.

Compared with the European and American developed countries' farm house enjoyment electronic commerce O2O mode, there are many shortcomings of our country, mainly embodied in the following several aspects: First, there is a certain hysteresis during the construction of the e-commerce site with small range related, platform lack of mature; Second, domestic farm house enjoyment electronic commerce O2O mode mainly has received government's support, support strength is weak; Third, information of farm house enjoyment electric business platform shown on the website mainly includes a brief introduction, environment, service plans as well as characteristic farm food of the farm house enjoyment, lack of searching and booking function, the function needs to be expanded. For example, the current online "Nongjia Hui" preliminary realizes the function of online searching and booking. It is a representative of farm house enjoyment electronic commerce O2O mode. It can not only show the characteristics and services of farmhouse in Shandong, formulating set meals which can meet demand of different people. Besides, it also launches services such as discounts, popular services, and specialties on a regular basis on the website. But the information on the website is not comprehensive, small coverage with less consumption people radiated. It could not get the attention of most consumers [2].

### **Recommended measures for promoting the development of farm house enjoyment e-commerce O2O mode**

If the farm house enjoyment in our country wants to get a better development space as well as realize sustainable development, promoting the development of farm house enjoyment e-commerce O2O mode construction is the key. Although China's current development level of farm house enjoyment electronic commerce O2O mode is severely lagging behind the western developed countries, still in the early stage of development, lack of e-commerce consciousness, while structure lack of rationality, besides, lack of effective way of promotion, these problems have seriously hindered the development of farm house enjoyment e-commerce platform, we can't lose information. We must take active and effective measures, combined with the current situation of the development of farm house enjoyment electronic commerce O2O mode, referencing valuable experience abroad to construct a tourism electronic commerce O2O mode with characteristic of our country.

First, the farm house enjoyment e-commerce O2O platform building should highlight the characteristics of farm house enjoyment. During the development of farm house enjoyment products and services, we should stick to the farm house enjoyment characteristic theme instead of blindly pursuing "foreign thing", keeping as much as possible to things' natural and most real side. Sites should spread propaganda around rural folk customs to give visitors a sense of belonging. At the same time, the website can introduce new experience by cooperation with farmhouse, the rich activities can increase the added value of farm house enjoyment, providing visitors with a full rich experience and increasing their opportunity to revisit.

Second, paying attention to the offline survey work, strictly checking provided information by merchants. In the Internet economy era, in the process of farm house enjoyment electric business platform building, certain a lot of tenants would be attracted. Although it enriches the content of the platform, the entered merchant's homemade levels are uneven, many merchants information on O2O service sites are recommended through the net friends. Most merchants' information are easy to be not true. So in resources permit, merchants' service offline should be investigated in advance and dependent covenants should be signed with merchants, good service layer by layer, can users' experience be improved.

Finally, paying attention to the interaction between merchants and consumers. O2O platforms should possess functions such as consumption evaluation, comments, etc, opening their own BBS so that consumer after consumption can leave a message about their experience, some consumers will sincerely advise, all these have great help for merchants to understand the demand of customers. In addition, through the WeChat, Weibo and other social networking tools, the platform can be

effectively promoted. In this way the merchants can interact with consumers very well, helping to increase the customers' rate of second glance by adopting reasonable suggestions of consumers[3].

### **Conclusion**

To sum up, the electronic commerce rapid development today provides more broad prospects for development of farm house enjoyment while at the same time also brings the new challenges. As the farm house enjoyment in China started late, O2O e-commerce development model are enough mature, a lot of difficulties appear in the development process. Therefore, in the process of building farm house enjoyment electric business platform we should draw lessons from foreign valuable experience, taking consumer demand as the center, optimizing, expanding website function module to improve the user experience. So close integration of farm house enjoyment and e-commerce can make the farm house enjoyment have more sustainable development.

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