Analysis on the Optimization Strategies of Internet Home Decoration Mode

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Abstract: With the continuous development of information technology, the current modern home decoration industry is also constantly applying the Internet to establish a new development mode. This paper mainly analyzes several modes of Internet home decoration under the background of Internet, explores the advantages of the home decoration mode, and preliminary research on network supervision and policy issues, aiming to effectively use the Internet to optimize the development of home decoration mode based on the current status of home decoration development.

1. Research Background

In the late 1980s, the home decoration industry gradually began to change people's consumption modes. With the continuous development of the Internet, the home decoration mode and the Internet have gradually begun to merge. Until 2017, the usage rate of Internet communication users in China has reached to 98.2%, while the size of China's home decoration building materials market has reached to six trillion yuan. The home decoration mode of the Internet has reached to 4.8% in the building materials market. However, the traditional home decoration mode has no fixed standards. And the large limitations and too many decoration links all lead to the failure of enterprises to meet the requirements of market development. Thus, can the home decoration mode in the Internet background overcome these problems and promote the home decoration industry? With continuous development, the Internet home decoration mode will face enormous development and challenges. This article explores these issues.

2. The Main Modes of Internet Home Decoration

(1) B2C platform service mode. B2C refers to business to customer, which means that enterprises and some large commodity retailers provide services directly to consumers, or sell some products. The most typical B2C model is the sales model of Xiaomi mobile phones. Qijia Net also adopted this mode in its earlier development stage. It focuses on network management through personalized information services, consists the customer-oriented service and regard technology as the core of production, so as to provide home decoration services based on the customers' needs. Represented by Shangpin home delivery, the customized soft-packing service will provide the owner with good home decoration experience and meet their home decoration needs.

(2) C2C platform service mode. The C2C mode refers to customer to customer, which refers to e-commerce transactions between individuals. The C2C platform provides an online trading platform for buyers and sellers, so that sellers can auction goods on the website and buyers can buy the products according to their needs. Taobao is based on the development of the C2C platform. This mode is somewhat similar to the nature of the market, so there are some problems in the after-sales and product quality. Sina has created a platform to solve these problems. This platform allows the Internet platform, the foreman and the landlord to sign a contract agreement to pay if the owner is satisfied. The Tuba Rabbit website also launched the door-to-door inspection service. Only the owner is satisfactory to the decoration, can it be paid to the home decoration company. This helps to save the home decoration company certain reputation and protect the legitimate rights and interests of the owner.

(3) F2C service mode. It refers to factory to customer, that is, the service mode from the factory

to the consumer. In the traditional home decoration mode, the procurement process and price of raw materials are opaque, and consumers need to pay for the layers of the transit link, resulting in the high price of home decoration services. F2C's home decoration mode can provide a good one-stop service channel for the decoration owners from the factory to the customer, reducing the intermediary business and agency, so that consumers can directly enjoy the services provided by the manufacturer. This also enables manufacturers to cater to the needs and preferences of consumers and develop commodity services that are more suiTable for people's daily needs.

(4) O2O service mode. O2O refers to online to offline, which is an e-commerce service mode. Through the Internet to connect online and offline terminals, consumers can online to filter services and complete transactions online, so that they can meet the needs of the owners In order to improve the close relationship between the owner and the home decoration company, the Home Decoration E Station is a typical O2O service mode. It proposes online experience combined with online shopping to meet the owner's home decoration needs, and to carry out standardized design and construction.

3. Advantages of the Internet Home Decoration Mode

(1) Convenient communication and interaction. Consumers are increasingly in a favorable position in the network cloud platform, and the connection between consumers and enterprises is constantly strengthening. Consumers' right to choose their own rights is being paid more and more attention, and the demand for themselves is more accurate. It will encourage enterprises to pay more attention to the intuitive feelings of consumers, and provide them with more personalized design and better post-service. Designers can use virtualized design effects to make consumers clearly define the design theme, and then design more distinctive and specific products according to their needs, so that they can design in the direction of high-end, expand production scale, break the traditional one-to-one service and form a many-to-one service mode, which not only protects the interests of consumers, but also promotes the efficiency of production development.

(2) Transparent industry information. The continuous popularization of the material Internet has made the information of various production links and transit links in the home decoration industry more transparent. The quality and efficiency of the home decoration company can be obtained through network channels, so that the owners can understand the services and products of the enterprise from multiple channels. At the same time, the company can also understand the needs of customers in a timely manner, more accurately choose the market needs and the production services. In addition, the communication costs between consumers and enterprises are also continuously reduced; services and commodity materials become more transparency. These all makes the two-way communication and interaction between users and service providers, making the information of the industry more transparent. Thus, it is difficult for enterprises with production problems or production quality service problems to survive in such an environment, which will effectively promote the survival of the fittest in the industry.

(3) Intelligent platform application. The development of the Internet is not only left in the sales stage, but also the production and processing platform and the design platform have gradually been influenced by the Internet. This has made the consumer's rights and interests more protected by many manufacturers. Not only has it created a platform for consumers to choose independently, but more importantly, in the platform, many companies compete fairly and many creative products collide with each other, which promotes the development of the entire home decoration industry, making designers in the home decoration industry constantly to improve their professional quality. The information of home decoration enterprises is announced on the network platform, which can include the successful home decoration cases of home decoration enterprises and excellent design works, etc. To shape the brand culture for their own development in the fierce competition, many excellent home decoration enterprises develop, which has activated the home decoration market and provided a wider variety of choices for consumers.

4. Problems in the Current Internet Home Decoration Mode

(1) Policies and regulations are not perfect. The Internet home decoration industry is constantly evolving. However, there are some post-effects in the corresponding laws and regulations. Some loopholes in the legislation of the state have led to the widespread phenomenon of tax evasion and tax evasion on the Internet. In the face of the emerging Internet transaction mode, some law enforcement agencies do not have relevant legal basis to regulate online transactions, which leads to the chaos of the Internet home decoration industry. At the same time, there are certain problems in network information sharing, such as financial services, network contracts, transaction payments, infringement disputes, etc., lacking specific and detailed laws and regulations.

(2) Market supervision is flawed. The current standards for the interior decoration industry are only the reference to the industry regulations in the past few years and the later systems. These are only the provisions of the decoration within certain range. At this stage, there is no detailed standard to regulate the decoration. The details of the process mainly include three aspects. Firstly, it lacks relevant evaluation criteria to check the qualifications of the decoration enterprise, as well as clear normative basis to divide the enterprise. Secondly, it lacks third-party inspection and acceptance departments to check and accept the results of home decoration enterprises, as well as relevant professionals to supervise and control the quality of installation. Thirdly, the current system lacks certain fairness and justice, and the division of responsibilities is not clear. There are many contracts that lack strict control. Only the decoration enterprises have formulated contracts. Thus, there is certain neglect of the interests of residents.

(3) Network security protection. At present, many home decoration enterprises have started Internet services. They use network platforms to complete the orders, which is inseparable from the knowledge of network security. Some network platforms have certain problems due to authentication technology or password protection. There will be network security problems, resulting in lower customer service experience that does not meet the needs of customers. Some deposit payments and product supervision, privacy of both parties, logistics information and so on will all cause some security risks. Thus, the network security is also a problem that home decoration companies need to be focused.

5. Optimization Strategies of Internet Home Decoration Mode

(1) To establish a solid ecosystem. In the traditional home decoration industry, the industry chain is mainly established. However, in the home decoration industry under the current Internet model, the ecosystem should be established. For example, the current domestic Internet giant Alibaba. Alibaba Group mainly expands its services around shopping logistics and financial lending, etc., forming a closed-loop ecosystem. In the Internet era, the construction of home decoration service modes also needs to be adapted. The development of the times requires efforts to build a multi-industry to share data resources and develop an ecosystem. From the design of home decoration and the procurement of materials, as well as the construction process and post-construction testing, a sTable ecosystem can be established. In this case, it is possible to rationally allocate the limited resources and strengthen the cohesiveness of the enterprise. In addition, the home decoration enterprises which are different from those ordinary enterprises cannot simply use the online Internet to provide services and require offline development. Therefore, each Internet home decoration industry needs to unite with each other to integrate resources.

(2) To use big data for precision marketing. In the current Internet era, it can be said that big data can provide good support services for home decoration enterprises. Many large Internet companies, such as Microsoft, Google, and Alibaba, have begun to develop big data. In the context of the Internet, owners' each operation will be recorded in a large database, and the Internet platform can analyze the owner's needs and preferences according to their operating habits, so as to provide relevant enterprise services and home decoration products in a targeted manner, carry out precise marketing and provide customers with personalized services.

(3) To establish a new production-consumer Internet of Things. The development of the Internet

can enable factories to directly communicate with the consumers, reduce the middlemen to earn the benefits, and reduce the cost of advertising. Manufacturers can directly understand the needs of consumers, thus producing the most satisfactory products for consumers and more accurately satisfying them. Manufacturers can communicate with consumers from design to production. Designers can negotiate with consumers from the formulation of styles to the selection of materials. The "one-stop" service mode can reduce the waste of funds, make the product more suiTable for decoration style. At the same time, as a middleman between the factory and the consumer, the home decoration enterprises can play better role of communication and coordination, which makes each of them has his needs and gains.

(4) To establish and improve relevant legal mechanisms. At present, it is necessary to put forward higher requirements for the supervision of the Internet home decoration industry. The continuous development of the Internet home decoration industry has experienced various problems, such as the collapse of the platform, the difficulty of defending the rights of the owners, the fraudulent transactions, etc. Therefore, we should improve the national corresponding laws and regulations, standardize the standards of the industry, penalize some violations of laws and regulations, so as to make the development of the industry law-abiding. The relevant management departments also need to regulate the Internet home decoration industry, improving the team construction level of the Internet home decoration industry.

(5) To be market-oriented. In the current Internet home decoration industry, the market is the best yardstick for testing the development of the Internet home decoration mode. The Internet's subversion to the traditional industry is that it can be user-oriented. By using Internet thinking and technology, we can make more reasonable and efficient allocation of limited resources, and improve the quality of the service and the product, as well as the customer-centered home decoration service. Therefore, Internet companies need to pay attention to their own service quality, adhere to good quality, establish better overall corporate image, and establish brand value, be innovation driven, use the Internet to carry out marketing, design and service. All these helps to make the home decoration industry networked and intelligent. The home decoration enterprises must adhere to the standards, establish the Internet home decoration standards that are in line with the international standards, raise the standards for enterprise production, establish leading-effect, build their own brands, enlarge and strengthen their own enterprises, and improve its visibility. And in the design service, the home decoration industry is not only decoration. More importantly, it provides people with good living and working space. Therefore, in the process of design, it is necessary to pay attention to the beauty and integrate some excellent cultural elements into the design and gain better experience. With lower price and better service, it will create comforTable living and working environment for them.

6. Conclusions

After experiencing the booming development of Internet home decoration, the road to technologicalization in the home decoration industry may have just begun. In the future, with the continuous advancement of new technologies such as big data, cloud computing, and smart technology, the development of the home decoration industry will start its new development, and a new home decoration era full of vitality will really come. To sum up, the construction of the home decoration mode from the perspective of the Internet requires home decoration enterprises to seize the opportunity, dare to innovate, not afraid of the difficulties, grasp the customer's desire and meet their needs, so as to promote the development of the enterprises.

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