

Analysis on the service feelings of college students' fitness users under the OTO mode

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Abstract: As the main business model in the future, the development of OTO depends on the support and stickiness of users. It is necessary to deeply understand the characteristics of consumers' consumption behavior and the actual situation of consumers' consumption feelings, so as to carry out fine marketing on this basis. Firstly, it classifies college students' users from the characteristics of fitness consumption behavior. Then it analyses the differences of service feelings and use intention of different types of users from the aspects of convenience effect, social impact, risk and consumption trust perception. Finally, it puts forward suggestions based on the conclusions.

1. Introduction

With the continuous development and popularization of the Internet and the increasing awareness of public fitness, the mode of "Internet + Fitness" is constantly accepted by the fitness consumer groups. As a combination product of "Internet + Fitness", OTO mode has become an important carrier and driving force for the development of "Internet + Fitness", and the innovation and development of the mode of "Internet + Fitness" will inevitably follow.[1] Continuously promote the optimization and improvement of OTO fitness model. In the future, with the integration of big data era and Internet technology, OTO fitness model will play an important role in the Internet era and the "Internet + Fitness" field.

The new generation of college students is growing up with the development of the Internet. They are called "Digital indigenous". Their life can not be separated from the Internet. Digitization is their way of life. Therefore, they must become the audience of OTO fitness model.[2] At present, the OTO (Online To Offline) market is growing rapidly. Businessmen use OTO platform to obtain a large number of valuable online user resources and business promotion services, which has a certain impact on word-of-mouth communication, especially for businesses lacking online marketing, experience and ability to provide a trading platform. Users can search information quickly and accurately through OTO platform, purchase online and get services offline and comment on them.[3] As the main business model in the future, the sound development of OTO depends on user's support and user's stickiness. As the main force of consumption, it is particularly important for college students to have a thorough understanding of their consumption behavior characteristics and actual consumption feelings, and to refine marketing on the basis of this, so as to improve operational efficiency.

2. Research Hypothesis and Design

2.1 Research hypothesis

Product is the central factor in the process of consumer decision-making. A series of consumer decision-making processes are centered on product. As an external stimulus, product contains three very significant contents in the process of influencing consumer purchase decision-making, namely, product content, price and difference. Fitness consumer products are the bridge and link between fitness consumer and the businessmen who provide fitness consumer services. Every college student has his own requirements and perceptions of products, prices and differences, which will

affect college students' consumption choices and whether they will choose to spend on fitness. In addition, whether college students are willing to spend on fitness is not only affected by their own needs, but also by the information provided by commercial media, public media and other media. This information will stimulate the desire to consume. The information will go deep into the consumer's needs through the consumer's cognition, thus stimulating the desire to buy. Moreover, as an independent and special group, the main social relationship of college students is classmates. From the perspective of consumer psychology, people are more vulnerable to the influence of people around them than the information disseminated by mass media. In summary, the following hypotheses are proposed:

H1: There are significant differences in fitness consumption among college students with different fitness behavior.

H2: There are significant differences in consumption intention among college students with different fitness behaviors.

2.2 Research and design

According to the research needs, consumer behavior includes user's basic consumption behavior, platform choice and business choice behavior characteristics, a total of 19 measurement items; consumer perception includes four variables: perception of convenience effect, social impact, risk, consumer trust perception, a total of 21 measurement items; willingness to use includes three measurement items. The scale was measured by 5-point Likert scale.

The main method of data collection in this study is questionnaire survey, supplemented by OTO platform comment information. Questionnaires were sent out to college students who used OTO for fitness. 520 questionnaires were collected and 500 valid questionnaires were collected. The reliability of the scale was analyzed by SPSS20.0. As shown in Table 1.

Table 1 The results of scale reliability evaluation

Variables and codes	Number of measurement	Cronbach's a value
B1 Basic consumption behavior	7	0.7329
B2 Platform choice	5	0.868
B3 Businesses choose	7	0.899
C1 Convenient effect perception	8	0.912
C2 Social impact perception	5	0.831
C3 Risk perception	5	0.843
C4 Consumer trust perception	3	0.869
D1 Usage intention	3	0.841

From Table 1, we can see that the Cronbach's a values of all variables are greater than 0.7, indicating that the scale meets the reliability requirements. The measurement items used by the research institute are derived from the existing literature and meet the content validity requirements of the questionnaire. Therefore, the scale is reliable and effective.

3. Data analysis

Descriptive analysis of consumer behavior is made, and consumer behavior, business choice and platform choice behavior are compared. The data show that in the behavior of consumers using mass OTO, the attention index of B3 businessmen has reached 4 points, and the standard deviation is lower than other indexes. The attention index of product characteristics is higher than other indexes, which indicates that college students' users are positive in the choice of B3 businessmen. The focus index of B2 platform selection is close to 4 points. Compared with business choice, the focus behavior of platform selection is general. B1 consumer behavior performance scores are below 4, especially consumer goals and leisure index below 3, standard deviation is large, individual performance differences are relatively high.

3.1 Cluster Analysis of Consumption Behavior

According to the characteristics of college students' OTO platform's fitness consumption behavior, platform selection and business choice behavior, cluster analysis was carried out. Ward method in system clustering was used to measure the square Euclidean distance, and the score of the original variable was converted to Z value. After clustering analysis, college students can be divided into three categories: the first group is flat, accounting for 40.6%; the second group is very active, accounting for 41.8%; the third group is relatively negative, accounting for 17.6%. The first and second groups are the main users of OTO, while the latter two groups are the main ones.

Through comparative analysis, we found that the second type of active users in the platform's preferential activities, security and supervision of after-sales, as well as business selection in all aspects of concern index are higher than 4 points, showing a very high enthusiasm and investment. The first kind of plain users pay more attention to the choice of the merchants, and the attention index of the effect, experience, price, hygiene and service attitude of the merchant products is more than 4 points, that is to say, this type of users pay more attention to the availability of the ultimate interests.

3.2 Analysis of service experience differences among different types of users

3.2.1 Contrastive analysis of perception of convenience effect

Through the single sample t test, most of the indicators of user's perception of convenience effect reached 4 points (see Table 2), which showed that college students' fitness consumers positively affirmed the usefulness and ease of use of OTO.

Table 2 The comparison result of convenient effect perception

Convenient effect perception index	First kind	Second kind	Third kind	Total
C11 Can provide some needed services	4.13	4.56	2.79	4.11
C12 Get cheaper services	3.99	4.35	2.67	3.99
C13 Get more information	3.76	4.31	2.86	3.87
C14 More store information, comparative strong	4.01	4.35	2.88	3.97
C15 Services and goods more transparent	3.67	4.45	2.77	3.79
C16 There are comments from other users that effectively help select	3.78	4.37	2.57	3.96
C17 Simple to operate	3.88	4.33	2.89	3.99
C18 Online payment and offline consumption can be completed quickly	4.21	4.56	3.01	4.17

From Table 2, we can see that the convenience index scores of the second kind of users are above 4 points, with C18, C16, C15, C11 being the most prominent, showing the absolute affirmation of the second type of users for the usefulness and ease of use of OTO. In the process of consumption, behavior control, cognitive control and decision-making control are very strong. According to the perceptual cybernetics of consumer behavior theory, such users have a strong sense of service satisfaction. The first group of users have the worst perception of the more transparent C15 service products, which shows that these users do not fully trust the services of platforms and businesses. In addition, through independent sample t-test of data, the analysis of service perception differences between different gender users shows that the perception level of women is significantly higher than that of men in fast online and offline consumption, simple operation, impact of other users' evaluation and information universality.

3.2.2 Contrastive analysis of social impact perception

From Table 3, we can see that the total score of social impact indicators concentrates around 3.5, and the standard deviation is relatively large. That is to say, the social interest expectation and feeling of College Students' fitness consumers using OTO are not high, especially the C25 value is

lower than 3. It can be seen that the use of “OTO” makes it obtain a lower sense of social identity. Comparatively speaking, the attitude of the second group of users is more positive and proactive. The purchase intention of new products and services recommended by friends and the impact of online reviews on purchase behavior scored 4 points. It shows that they are willing to accept positive and negative word-of-mouth information disseminated by friends or online comments and make decisions. Gender analysis found that female fitness workers were more willing to accept the word-of-mouth influence of their friends and a stronger sense of fashion.

Table 3 The comparison result of social impact perception

Social impact perception index	First kind	Second kind	Third kind	Total
C21 The consumption intention of the new OTO platform recommendation	3.61	3.88	2.75	3.59
C22 Willingness to consume new products and services recommendation from friends	3.74	4.05	2.79	3.82
C23 The impact of online reviews on consumer behavior	3.66	4.21	2.69	3.88
C24 Using the OTO platform is a fashion	3.27	3.51	2.59	3.32
C25 Using the OTO platform is recognized by people around	2.61	2.99	2.28	2.68

3.2.3 Contrastive analysis of risk perception

Table 4 The comparison result of risk perception

Risk perception index	First kind	Second kind	Third kind	Total
C31 Worry about online consumption but not timely offline service	3.51	4.28	2.65	3.67
C32 Worry that offline services are not as good as promised online	3.84	4.45	2.89	3.98
C33 Fear of personal information being leaked or stolen	3.86	4.41	2.79	3.98
C34 Worry about spending more money	3.37	4.31	2.79	3.72
C35 Third-party payment method	4.21	4.72	3.11	4.25

From Table 4, we can see that the total risk perception indicators are close to 4 points, especially in the third-party payment way perception of risk value, that is, when users use “OTO”, they have obvious functional risk perception and financial risk perception. In contrast, the second category of users is significantly higher than 4 points, the first category is close to 4 points, indicating that these two categories of users are worried about not getting promised services, personal information will be leaked or stolen, third-party payment methods bring more or less financial risks. Combining with the analysis results of consumer behavior, the first group of users and female users have higher investment in business choice and decision-making, in order to reduce and avoid possible risks.

3.2.4 Contrastive Analysis of Trust Perception of Fitness Consumers

Table 5 The comparison result of consumer trust perception

Consumption trust index	First kind	Second kind	Third kind	Total
C41 Believe that the information provided by the merchant is true	3.44	3.78	2.66	3.49
C42 Believe OTO platform to carry out strict quality supervision of the business	3.22	3.55	2.61	3.38
C43 Believe OTO platform to quickly deal with customer complaints to merchants	3.16	3.41	2.39	3.17

From Table 5, we can see that the score of trust perception of platform and business is close to 3.

The total trust degree of the most basic business information is 3.49. The second kind is slightly higher than the first type, but both of them are less than 4 points. It shows that the trust degree of users to the public “OTO” platform and business is general, the skewness coefficient is slightly less than 0, and many users lack the basic trust to the platform and business. Combining with the comment information, the main negative comments are the authenticity of business information, poor service attitude and unsTable service quality. Many businesses in the early stage of store opening or cooperation with the platform, offline services and online commitments are consistent, after a period of time, the quality of service declined significantly. Among the three indicators, the platform's perception of handling complaints quickly is the lowest, showing a general perception of the platform's after-sales service capability and level. Through interviews, it is found that users feel poorer in handling complaints on the platform, lack of smooth information communication, low efficiency, mutual shirking responsibility and other issues are obvious, and can not be treated fairly.

To sum up, H1 hypothesis holds.

3.3 Analysis on the Difference of Willingness to Use of Different Types of Users

Table 6 The comparison result of usage intention

Usage intention	First kind	Second kind	Third kind	Total
D11 Willing to use OTO platform services	3.84	4.08	3.11	3.81
D12 Use the OTO platform regularly	3.32	3.65	2.41	3.28
D13 Recommends OTO platform services to people around	3.19	3.61	2.49	3.21

The data in Table 6 show that among the three measurement indicators, the willingness to use is significantly lower than 4, the willingness to use is the largest, and the recommendation value is the lowest. It shows that users have the possibility to use the popular OTO platform, but their preferences are not high. In contrast, the second category of users' willingness to use reached 4 points, showing a clear willingness to use, but the other two indicators are also less than 4. It can be seen that the relationship between users and the platform is not very viscous, so it is not dependent on the platform. Through the correlation analysis between user's willingness to use and user's consumption feeling, the factors influencing user's willingness to use are in descending order of importance: convenience effect, consumer trust, perceived risk and social impact. Consumption perception level has a greater impact on the willingness to use, and the perception level is higher mainly: quick completion of online payment and offline consumption, the provision of some needed services and other convenient effects. The main factors affecting willingness to use are more transparent service goods, authenticity of business information, platform supervision, fulfillment of service commitments and risk perception of unused third-party payment methods.

In conclusion, H2 hypothesis holds.

4. Conclusion and Suggestion

4.1 Conclusion

This study subdivides the users from the characteristics of fitness consumers' behavior, and discovers the differences of different users' consumption behavior, service experience and ultimate intention to use OTO. The first and second categories of users after clustering analysis constitute the main users. Compared with the third category of users, they are more active, participatory and have a clear attitude towards using.

4.2 Suggestions

4.2.1 Reduce perceived service risk

Platform operators need to strengthen the selection and supervision of partners on the basis of ensuring their perfect functions, select third-party payment platforms recognized by users, improve

the possibility of after-sales feedback and the efficiency and satisfaction of dealing with after-sales problems, safeguard and maintain the interests and relationships of customers. Businessmen should ensure the authenticity of their own information and their commodity services, and pay attention to the display effect of goods. Enhance the sense of consumer benefits of goods and services, and encourage users to share.

4.2.2 Enhance User's Awareness of Platform Services

Platform operators should strengthen the collection and analysis of consumer search, consumer records and consumer feedback information, accurately explore the consumer characteristics and possible consumer needs of users, develop innovative service products, and provide valuable service information accurately.

4.2.3 Pay attention to the long-term effectiveness of cooperation with businesses

For example, in promotional activities, users can and are willing to recommend the most preferential service content and settlement method based on “OTO” platform, so as to avoid the problems such as users can not accept offline services after online payment, or the inconsistency between online preferences and offline business information communication.

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