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Socialized Customer Value Research Based on the Delicious Food Sharing Community

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Abstract: At present, the research on customer value is mainly divided into three aspects, One of which is based on the opinion of customers' being the center of the value evaluation from the buyer's perspective ; another of which is based on the opinion of the enterprises' being the center from the sellers' view; the other of which is the interactive customer - enterprise value research from translocation perspective . Basing the discussion about the customer – enterprise mutual influence on the three hierarchical customer value model , the thesis author summarizes the customer value of delicious food sharing community and proposed that the social media focus on customer value theory composed of the recommended value, co-produced value and value traded . Through the analysis of 280 copies of questionnaires , she has verified the correctness of the three – level theory of customers' value in the delicious food sharing community and its related regulating variables. Finally the author uses the three - level customer value model to give suggestions to the delicious food sharing community and social & delicious food e-businessmen according to the social food web site management at present.

Keywords: socialized customers, delicious food sharing community ,customer value

1. INTRODUCTION

The rapid development of the Internet has profoundly changed person- to- person and customer – to – enterprise communicative means , whose change is showed in the way from the previous single, powerful transmission to a multi-node & equal mode of transmission. The customer has the unprecedented right of discourse , options and creativity. Therefore the big enterprises just like the internet – based Zhihu , Baidu Encyclopedia , Wikipedia , MicroBlog , Wechat decides the rules according to the customers' demand and the users generate the content instead , which profoundly exerts impact on the development of marketing theory. Ever before markets attached too much importance to product quality and the traditional means for the sale channels. But nowadays the present popular fan marketing and social marketing means explain the importance of the interaction between customers and enterprises . The companies which possesses a large amount of the users' data give more emphasis on making use of the theory of "decentralization", the trust relationship in the circle of friends and precision marketing through big data to deeply dig out the value of customers. Since November 2010's introduction of O2O concept into China, China's group-buying prospers . Local e-business for service is also rising gradually, whose typical case is Alibaba's Tao Dian Dian into our school's catering takeout with the goal of seizing more mobile terminal campus users , especially in the mobile payment entrance. Because of China's food safety issues highlighted, like cooking oil, dead pig, poisonous vermicelli and bean sprouts, the people concerned have been forced to pay much attention to kitchen problems . Against such two backgrounds ,this article aims to explore social customers' value and to take delicious food sharing community as an example to do empirical research.

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2. SOCIAL CUSTOMER VALUE RESEARCH OVERVIEW

The definition of customer value was originally introduced by Jakson (1985) who points out that value is the ratio of perceived benefits and price^[1]. In fact ,this definition describes the two —part value composed of gaining and losing through customer perception which later other scholars like Woodruff (1997) from different angles refine and deepen. About gaining through customer perception, he raises the theory of four hierarchical model of customer value, namely, the basic value, the expected value, the demanded value and the unexpected value^[2]. And Prahalad (2000)expresses the unique opinion that value is co-produced by consumers and e-business^[3], which foretells the consumer age to come. The question we need to answer is how to study the social customers in WEB2.0 era and give the value analysis. In simple words , the mentioned social Customers refer to those who are more willing to believe their friends and the commodity information acquired through the circle of friends and express their perception compared with the enterprises .Such people can often use MicroBlog, Wechat, social BBS and Electricity ES of customers. Through social networks or trustworthy circle to get the brand and product information, they often make a purchase decision. They don't believe advertisements but trust those strangers who have the same experience . 70% of internet users believe other users of the product reviews and comments on. They hope to have direct talks with the brand instead of accepting a one-way information infusion. They hope the brand owners listen and respond to. They want to share their product perception and easily pour out their perception of bad product experiences on social networks.We can use five groups of such terms to summarize social customer value characteristics as connection, consumption, sharing, collaboration and innovation.

Previous studies focused on the static customer value , namely ,the current value instead of giving dynamic & interactive study and analysis of some concrete industry in WEB2.0 era. In this thesis , we authors will supply the three – layer socialized customer value model and apply it in the field of fine food.That's to say , we will use the model and supply suggestions on the development issues by social fine food community and e-business.

2.1 Three hierarchical model of socialized customer value

Since the customer value was defined in the 20th century, many scholars have also put forward the viewpoint combined with the reality from different angles, whose content includes use value^[4], function value, transaction value, emotion value, knowledge value, the recommended value, co-produced value, and so on.This paper, combined with the analysis of social customer value characteristics , sums up three hierarchical model of socialized customer value.

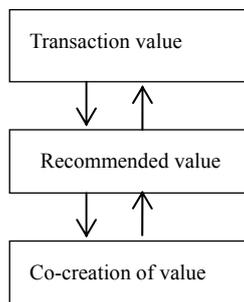


Figure 1. Three hierarchical model of socialized customer value

It's simple to say that Customer transaction value is the profit the enterprises acquire by means of selling the products on the basis of customers' trust. It's the core concerned with the enterprises' business interest.Recommended value is embodied in such a transmission in which one customer's positive comment on a certain commodity affects other customers so that long –term , stable, agreed views come into being^[5] . Good reputation and public's praise is the fundamental guarantee enterprises can obtain from customers for a long

time. Co-creation of value refers to the consumers’ great influence on commodity value chain through their participation in such steps as product design, production, sales and all phases of feedback^[6]. Sheth (2000) pointed out that in the co – productive model, consumers have become increasingly dynamic and active in the value production process in which consumers and producers realize interactive co-operation to further exert greater influence on value production^[7]. For example, Millet mobile phone customers become one important link of the technology research and development because they are not only customers but also loyal fans so as to push forward Millet technology development . The enterprises even let Millet fancers join in the Mobile phone system development , continuously improve and update it in each week according to the feedback . Three hierarchical model of Socialized customer value and its regulated variables, see table 1.

Table 1. Three hierarchical model of Socialized customer value and its regulated variables

project		The primary variable	The secondary variables		
			Perceived value	Perceived benefit or loss	
Transaction value	Pre-deal	Confirmed information	Perceived benefit from the convenience and accuracy of Customers’ getting information according to their own goals	Perceived benefit from the needed value expectation And the various costs of acquiring information	
		Acquired information			
	While deal	an order	Perceived benefit from the fast-speed order	Perceived benefit from various costs in order consumption	
		Payment	The perception of the convenience of payment	Perceived loss from price and non-monetary cost	
	Post-deal	Received goods	Perceived benefit from of the timeliness, accuracy of currency	Perceived benefit loss from all kinds of cost in the pick-up	
		The use of products	Perceived benefit from product function	Perceived benefit loss from the use result and its cost	
		Product maintenance	Perceived benefit from timely and convenient maintenance	Perceived benefit loss from various maintenance costs	
	Recommended value	Recommended amount	Return	Perceived benefit from convenient and quick return	Perceived benefit loss from various costs in the process of return
			Net recommended ratio	Perceived benefit from the Referee’s influence on customers	
Recommend potential		Average marginal cost	amount of each marginal contribution from potential customers		
		A social network	The number of the customers in the discussion on the topic concerned with products		
	The degree of opinion leaders	The degree of the influence from the reference suppliers on customers’ purchasing			
Co-creation of value	Direction of customer satisfaction	Opinion providers’ own satisfaction in products and their positive or negative recommendation in time of satisfaction or dissatisfaction			
	Demand driver	Individuals’ need to meet the dissatisfied			
	Interest driver	Customers’ expectation of benefiting from innovation			
	Ability driver	Customers’ ability promotion in participating in research and development, design and sales			
	Emotion driver	Customer’s being product or brand spokesperson with a sense of belonging			

3. THE QUESTIONNAIRE SURVEY AND DATA ANALYSIS

3.1 Description of statistical population distribution

In 2014, questionnaires for investigation were issued online about culinary research on delicious food . The designer took back 280 effective questionnaires which were divided into two parts. The first one contained the statistical population distribution of food lovers and the second one covered the application of three hierarchical

model of the social customer value in the delicious food sharing community.

Table 2. Statistical population distribution of food lovers

category	Individual characteristics	The number of	The proportion (%)	category	Individual characteristics	The number of	The proportion (%)
Gender	male	123	43.93	Online frequency	frequent (A month > 20 times)	156	55.357
	female	157	56.07		often (10 to 20 times a month)	105	37.5
Age	At the age of 15 and under it	1	0.357		Once in a while (6 to 10 times a month)	17	6.07
	At the age of 16 ~ 20	45	16.071		Not Very often(1 ~ 5 times a month)	1	0.357
	At the age of 21~25	190	67.857	Personal monthly income	No income	26	9.286
	At the age of 26~30	25	8.928		≤500 yuan	92	32.857
	At the age of 31~35	14	5		501~1000yuan	65	23.214
	At the age of 36~40	3	1.071		1001~2000 yuan	43	15.357
	At the age of 41~50	2	0.714		2001~4000 yuan	33	11.786
	51 years old and above	0	0		4001~6000 yuan	21	7.5
Network age	Almost 1 year	3	1.07		≥6001 yuan	0	6.78
	1~3 years	20	7.14				
	More than 3 years	257	91.78				

3.1.1 Gender structure

Table 2 shows the male- to -female ratio is about 44:56. The population of the female showing love for fine food is 12 percent larger than that of the male according to the thesis with the title of On the Chinese Internet users' Application Study of Social Networking Sites in 2012 "published by China's Internet network information center (CNNIC). The gender ratio of the female & male Chinese social networking site users' distribution is about 54:46. Taking the above-mentioned data into consideration , we can see more male users in love of fine food than those of the female^[8].

3.1.2 Age structure

The population distribution of food lovers mainly concentrates the age from 16 to 30 years old, amounting to 88.25% which forms the vast majority of people. The population from the age of 16 to 20 comprises 14.285 per cent (21-25 :67.14%, 26 to 30 years old : 50%) . The larger population of the young shows more love for fine food than the female do.

3.1.3 Income structure

According to the income analysis of the social internet users in the report with the title of "On the Chinese Internet users' Application Study of Social Networking Sites in 2012", the population of the individual users with the monthly income from 3000 to 5000, 5000 to 8000 is larger than any other part as a whole, which indicates that the people with high income more often use social networking sites than any other group of people with different income do. In addition, the ratio of the users with 500~1000 yuan income is relatively high, for students belong to this income group.

3.1.4 Net age structure

Table 2 shows that the vast majority of consumers in the survey have more than three years of net age (91.7%), some have 1~3 year-old net age (7.14%), the others have 1 year-old net age (only 1.07%).

3.1.5 Online frequency

Monthly online users who use internet for more than 20 times account for more than half, reaching 55.357%, users from 10 to 20 times a month do occupying 37.5%, users from 6 to 10 times a month reaching 6.07%, only 1 person from 1 to 5 times a month, just occupying 0.357%. Online frequency shows network has become an indispensable part in every one's life.

3.2 The application of three hierarchical model of Socialized customer value in fine food sharing community

3.2.1 Transaction value

In the survey data, 39.63% of the users are willing to do fine food group buying. 85.94% of them face the difficulty in buying the original material of food when they follow the recipe food making on the food sharing network. 84.64% of the users are interested in the special equipment used in the recipe. Usually 38.21% of users consider doing shopping in the purchase link provided by the delicious sharing community. All this shows that great transaction value exists on condition that the delicious food sharing community serves the users well, for example, in purchasing experience.

3.2.2 Recommended value

Social network is made up of some internal related individuals, in which certain information communication mode exists. Continuous contacts among people form a social network. Then people will certainly convey certain information. When the message a characteristic social network convey belongs to purchasing community and use it, the social network is called word-of-mouth communication network. From table 3.2, we can see the number of the users willing to accept the recommended food accounts for 63.21%. 36.785% of them are willing to share their delicious food among users. 72.5% of users are willing to share the food they are interested in on the social networks. Their circle based on trust is more advantageous than the enterprises which recommend directly. The users who has many friends and frequent contacts send information farther and wider, which suggests that the people customers meet in the process of recommendation exert influence on enterprises and potential benefit. The strength of individual relationship and degree of trust decide the effect of recommendation^[9]. For example, MicroBlog users are more willing to accept the advice of opinion leaders. In Wechat, people are willing to accept information from good friends and are more likely to focus on the charming, characteristic, public Wechat number. The fact that Logical Thinking network can sell thousands of walnut fully illustrates the point.

3.2.3 Co-creation of value

41.43% of the users can upload their own delicious food and its production process. 33.57% of the users are more willing to learn from the video of making delicious food by delicious food enthusiasts. 70.07% of the users are willing to make food referring to delicious food recipe they are interested in, on condition that there are enough ingredients in the kitchen. Up to January 6th, 2015, the users entering kitchens refer to 274776 recipes, make 6452586 food products. For another example, douguo network is social food e-commerce

sites whose function is discovering , sharing , communicating ,purchasing,etc. It provides users with an online food -sharing, cooking communication stage. Up to January 2015 , pulses network has 300000 recipes, 4000000 food diaries, 6000000 food enthusiasts, whose number is growing every day.All this fully explains that the way food community drives the users to create content, is the fundamental one to push forward food community development.

4. THE PROBLEMS FROM FOOD SHARING COMMUNITY AND E-BUSINESS

There are many Chinese food networks such as www.zhms.cn ,www.meishichina.com, www.douguo.com, www.xiachufang.com and so on . Their App can be divided into two : the portal nets and special nets. Mentioning portal sites , we can take www.zhms.cn as an example. Its content covers recipes , dietary information, fine food video, fine food topic lecture , restaurants, food companies, food community, etc. Because of its lack of interactivity and originality^[10] , slow updating , the net can not attract users so as to lead to the result that users hardly visit the website . The idea that the network wants to rely on other commercial website profit pattern through traffic import is hard to support itself.

It's the same case with www.meishichina.com , representative of characteristic , interactive networks , whose Level 1 net page include recipes, ingredients, log, FS Follow Shot , health, projects, activities, gourmet, mother sent, baking, video and whose Level 2 net page includes (below Mother Sent) pregnancy,confinement , lactation, 0 to 12 months, 1 to 3 years old, health tonic, children's taste,etc. Its front page pays much attention to the interaction between the user and the timing of food and diet.But the same flaws in the entire food web site exist .

Firstly , the network focuses on how many recipes for the users to upload, doesn't know how many recipes users have learned . It needs to enhance the viscosity and activity between users.

Secondly , the search ranking is imperfect . Usually we pay more attention to the popularity degree , hot users and recipes , which leads to the result that too much attention has been given to the users and recipes on top of the pyramid and neglect those in the middle and at the bottom .So the low – end users are less dynamic and even away from the net because of lacking attention . Long – tail theory tells us Long Tail can bring us almost one – third income .

Thirdly , there are too high costs in registrating , learning and making friends .

Fourthly , part of ingredients are so rare as to produce difficulty in buying , which influences on users' learning enthusiasm .

Fifthly , users can't buy what they want to without the system of shopping carts .

Sixthly , there is something wrong with the market positioning . Many net bosses regard their networks as a flow- guided platform in management process.

Lastly , networks lack originality . What they often do is to copy each other's vedio , information , recipes , etc.

5. THE WAY OUT FOR THE SOCIAL E-BUSINESS IN DELICIOUS FOOD SHARING COMMUNITY

To sum up, There is reference significance in that three hierarchical model of social customer value is used to guide the construction of delicious - food -sharing e-business , which can be shown in the following :

Firstly , to provide good products and quality service , promote trade value and cultivate customers' loyalty.

Secondly ,to improve the ranking way lack of the human kindness & enthusiasm and to supply a new ranking way arranging such items as hot kitchen friends , new kitchen friends , new recipes, recent sharing , etc.

Thirdly , To strengthen the cooperation with traditional food production enterprises through online and offline contacts, supply all-in-one service in users' learning , commenting, sharing and purchasing instead of

regarding it as a tool of flow introduction.

Fourthly , To strengthen the cooperation with the traditional cooking school, such as the well-known domestic New Oriental cooking education and to stimulate the learning enthusiasm of the users in terms of cuisine video production.

Fifthly , To organize offline or online activities like gourmet salon activities and communicate with customers.

Sixthly, Until the time the number of the site users reach an idealistic goal , then strengthen their professional knowledge through lectures on the internet about fine food, cooking, nutrition, healthcare ,etc. to enhance professionalism, rationality and effectiveness of the site.

Seventhly, To create community in which all the customers with different experts' guide are gathered to interact with other enterprises and their customers .

Eighthly, To use tool boxes for innovation with several purposes of overcoming the inherent defects existing in the traditional product development and design , avoid the insufficiency as result of relying solely on ears to know customers' demand , lower the costs by means of encouraging customers' direct participation in the design and development of new products .

Lastly, To create the new is first , introduce UGC model on the delicious food network ,encourage users to create their own food home, which reflects interactivity and monopoly to meet the demand of users' psychology.

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