

"Online Classes for All" Helps to Digitally Create a Better Home

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Abstract: With the rapid development of the information age and the new crown epidemic sweeping the world, "online classes for all" have gradually become the main venue and channel for people to acquire cultural knowledge. The online education "quality revolution" has arrived. In the era of Internet development, home improvement companies use technology to realize the organic conversion of online sales channels and offline sales channels, seamlessly docking, so that all aspects of the home improvement process gradually transparent, to promote the owner's side of the overall optimization of the experience to improve. It also brings new development opportunities to the home improvement industry, enabling it to better serve the majority of consumers. In order to improve the quality of home improvement services, guide the healthy environmental protection, green low-carbon decoration concept. The major brands have launched a series of "zero formaldehyde" products. Make their consumption more at ease, and enjoy better home furnishing quality. With the popularity and promotion of the Internet home furnishing, the owners can use a variety of learning software, a variety of big data and other advanced technologies, a rich variety of society, a choice of online class information products, weaken their own and home furnishing of the barrier, so now the domestic home furnishing industry requirements more and more stringent, is a very significant development trend. The article focuses on the balance between home improvement companies and consumers from the essence of reconciliation, through the owner-customers really step into the home improvement industry change of mind, from the core of participation in the home improvement process, to truly solve some home improvement problems. In order to make the home improvement staff more accurate and provide more intimate solutions for consumers, and better promote a sustainable path for the field.

1. Introduction

"The era of 'universal online classes' has brought about a new mindset and increasing information autonomy in the choice of information for online classes. As a result, some scholars believe that online classes will inevitably push Chinese education towards a major IT-based transformation. However, this change has not materialized as they had imagined but has instead been met with unprecedented embarrassment[1]. The impact of the epidemic on the home improvement industry during these two years has been quite significant. Such as signing this link,

the past is more inclined to experience consumption, although the decoration is not larger than the amount of buying a house, but did not go to the showroom to examine the experience of the heart or will drum[2]. The first two years of the home furnishing business, in particular, ran away and collapsed a lot. However, the plugged-in horse is not a blessing, look at the opportunity, the epidemic only delayed the consumer demand, while the epidemic aroused consumers to think about life, the recognition of just-in-time, the cherishing of family, more attention to the quality of life, in improving and enhancing the living experience will have more consideration, so at the same time, the Internet home furnishing is also born in response to the trend, to the home furnishing industry to bring the opportunity to crack the pain points, with the capital hype, it was once to the momentum of the starburst[3]. With 5G coverage, urbanization ratio, smartphone penetration, and mobile internet penetration increases, it is expected that the penetration rate of internet home improvement services will show a rapid increase in the next 5 to 10 years. In 2025, the market size of Internet home improvement will exceed RMB 140 billion. As a new product, the Internet home furnishing from the concept of budding fermentation towards large-scale expansion, the pursuit of capital, the Internet home furnishing industry has now opened up in the market space. For home improvement companies, the idea of consumers and the actual is a difficult proposition to balance. In the market, home improvement enterprises face many problems: serious product homogenization; uneven quality of decoration; single design style and lack of innovation; uneven quality of building materials; imperfect after-sales service system; frequent decoration disputes. The pain points of the industry, such as the disorderly docking of projects, the difficulty of quantifying the cost performance of products, and the most uncontrollable construction process for owners, have laid an uncoordinated conflict between consumers and home improvement companies, and have directly caused the loss of both interests[4]. However, in the age of the Internet, with the rapid spread of information, the core of the development trend is "word of mouth", which essentially comes from the users. This can lead to consumer involvement in the consumption process, but this level of involvement often does not go into the depths of home furnishing. Therefore many home improvement industries have also derived from the home improvement platform based on the teaching of quality course resources and the dissemination of home improvement culture to break the foggy status quo of the home industry[5]. The new model not only helps customers to reduce their consumption of time and money but also gives the public a deeper understanding of home furnishings and original ideas. They can inform their needs perfectly, instead of the old days when the sky was the limit and the east was the west, with no logical wholeness.

2. The Home Improvement Industry's Progressive Path Towards Digitalization

In the past, the home improvement industry was once known as the "hardest bone to chew" on the Internet, and its development was slow due to fragmentation and a long service chain. With the popularisation of the internet and the widespread use of smartphones, the O2O model has started to enter people's minds and is rapidly gaining ground. The home decoration industry is no exception. The national policy to support the traditional building materials market has been increasing. China's building decoration industry's "Twelfth Five-Year" development plan outline proposed, that the total value of engineering output to strive for 3.8 trillion yuan increased by 1.7 trillion. In recent years, the market competition in the home decoration industry has become increasingly fierce, and many businesses are frantically expanding to open branches to capture market share. With the full implementation of the national real estate residential refurbishment policy, fewer and fewer new rough houses are being built each year in various cities, with the ultimate state being 100 percent refurbishment. According to the statistics of the China Building Decoration Association, during the "Eleventh Five-Year Plan" period, the whole building decoration industry showed rapid

development, with an average annual growth rate of about 20%. Traditional home decoration profit points are mainly concentrated in the material rebate construction draw, but with the depth of the Internet home decoration model, the main profit model of modern home decoration portal from the traditional profit points is shrinking, and collection and financial cooperation have become the new profit model. As 5G coverage, urbanization ratio, smartphone penetration, and mobile internet penetration continue to increase, the penetration of internet home improvement services is expected to show a rapid upward trend in the next 5 to 10 years. In 2025, the market size of Internet home improvement will exceed RMB 140 billion. In the past five years, the penetration rate of Internet home improvement has continued to rise. Online channels, time and effort saving, and high intercourse ratio have become important reasons for the rapid growth of online home improvement. "A core of two purposes": "A core" refers to the core value of Internet applications - information interaction. The "one core" is based on the derivation of the "dual purpose, three levels, four platforms, five ecological" and other concepts. The "two purposes" refers to the two fundamental objectives of Internet applications - better user experience and more efficient operation.

2.1 Personalisation of Services

Along with the economic level and the improvement of people's living standards, people's demand for decoration is not only limited to practical functions, but they also have their ideas, in terms of home decoration, the same, the same sample room has long been out of favor with young people, they are pickier and pickier about housing decoration, unique, original, more understand what is suitable for their home decoration. The pursuit of individuality has become one of the hallmarks of today's decorating clientele. Customers who pursue Buddhism and Zen-like add traditional Chinese totems, runes, and other elements to their home decoration style; customers who like to be gorgeous and noble will prefer European decoration style; customers who love to cook will put more emphasis on kitchen decoration, while those who love to read will pay more attention to the design of the study, etc. Every decoration In the home decoration process, customers want to be able to show their unique character, hobbies, occupation, and habits. At present, our national decoration consumer group, the post-80s, and post-90s become an important consumer group in the Internet home decoration industry. Some data shows that the largest proportion of users aged 26-35, reaching 36.7%; followed by 36-45 years old, accounting for 31.2%. Compared to the consumption concept of the older generation, the new consumer group prefers to improve their housing situation. According to the data, the proportion of 26-45-year-olds who choose to improve their housing conditions reached 48.3%; among them, houses are too old, want to improve the living environment after the epidemic and their aesthetic changes are the first three main factors, accounting for 22.8%, 18.6%, and 17.5% respectively. Therefore, in the development of "Internet + home decoration", personalization and standardization are increasingly becoming the key to competition in the industry, so the industry needs to create personalized services for its customers according to their characteristics and needs.

2.2 Perfection of Service

According to the 2021 China Internet Home Furnishing Consumption Trends White Paper, the Internet home furnishing consumer group is trending younger, with the post-95 group experiencing the fastest consumption growth, accounting for a rapid increase and becoming the main consumer of Internet home furnishing. The consumer group is younger and therefore has more personalized expressions of decoration and diversified measurement criteria. They are becoming increasingly "lazy", but the demand for online and digitalized home improvement products and services is gradually increasing. In the process of home decoration consumption, the post-90s particularly

value the quality of service, installation and construction services, and after-sales service, followed by product design and branding, which is a very different concept from the post-70s and post-80s. It is worth paying attention to the fact that home users tend to be more and more rational in their consumption and have a higher pursuit for higher quality consumption. From the current point of view, people pay more attention to the practicality and aesthetics of the products themselves. In terms of home decoration, more and more people are considering how to add some cultural connotations to their homes, making them more individual. The importance attached to home building materials and other health and environmental aspects is increasing. According to the research data, the users of this study attach the greatest importance to the health and safety of home building materials, and the greatest importance to the health and comfort of furniture. Health, green, environmental protection, and aldehyde-free consumption will become the mainstream trend in the development of home building materials and home consumption. Nowadays, the improvement of the home environment is no longer limited to simple decoration but pays more attention to the cultural connotation and artistic temperament contained in the home itself. And with the continuous improvement of the social and economic level. People are beginning to realize that having a good living space. It has become more and more common for people to make their homes more "interesting". Another focus of home furnishings for beginners, and fully reflecting the needs of modern home design and decoration, the interior design statement is equally important. The birth of the trendy home is a perfect response to people's desire for a new and exciting life. Young people are finding good things through integrated social platforms, planting Netflix appliances, sunset lamps, rainbow glass, and other trendy players to make the home more possible and add color to life. "Home is no longer just a simple physical space, but also a spiritual trust. Home is not just a place for rest and entertainment, but also a place where self-worth and individuality can be reflected. When fashion meets home, it is as if life meets imagination, exploding into infinite possibilities and wonderful life. It is not just about being beautiful, it is about making life more pleasant for the family. At present, residents' houses show characteristics such as compact structure and focus on living functionality, but as the degree of consumer upgrading deepens, residents' attitudes to life and the concept of living has changed, and there is an increasing demand for personalized interest rooms or multifunctional rooms.

2.3 Web Information Universality

Data shows that the younger generation is more inclined to obtain information online and is more concerned with trends, design styles, and inspiration. Unlike the post-70s generation who prefer to get information from friends and family recommendations and offline building materials markets, the post-90s prefer to get information from diverse pan-online media channels such as microblogs, Q&A platforms, and video platforms. Learn about home decoration and express their needs. According to the "China Internet Home Furnishing Development White Paper 2021", users' needs for home furnishing are also multi-layered, outside of meeting standard needs, in order of aesthetic art, healthy living, & emancipation, which also fully indicates the progressive path of home furnishing companies towards digitalization.

3. The Era of "Universal online Classes" Brings New Ways of Thinking

3.1 Flexible Learning Style with Short, Small, Concise, and Sharp Features

Each home improvement company has its area of expertise in the study of home improvement. Online education is not limited by time and space, so consumers can study wherever and whenever they want to learn about home decoration. The online courses can be repeated, so you can master

home decoration knowledge more efficiently.

You can learn anytime, anywhere. It's also much more relaxed, so you don't have to spend a lot of time. On the other hand, with the popularity of the internet, some people have changed their habits, work habits, and study habits, and consumers tend to learn through the internet. Home furnishing online classes happen to meet the needs of consumers across time and space.

3.2 Low Barrier to Learning and Wide Audience

There are countless online learning resources, and many home improvement companies will have experienced designers teaching classes for publicity purposes, detailing the entire process of quality renovation, understanding the various key points of renovation, pinpointing various details, and correcting misconceptions about home improvement. A wide variety of content is available to buy flowers in the large market of the home improvement industry. It doesn't let money get in the way of the heart and fits perfectly with contemporary thinking and the current environmental situation.

3.3 Variety of Formats, Easy for the Public to Understand

Compared to offline site visits and sample rooms for reference, you can now observe the results of the various stages of the steps in real-time on the internet, from start-up co-ordination, construction pit avoidance to supervision with tricks, and after-sales service, whether you know home decoration or not, you can learn to understand. A comprehensive view of various 3D models, detailed explanations from professionals, and a variety of styles are more beneficial for consumers to learn about and refresh their views on home improvement and to better communicate their ideas with home improvement companies. "Previously, when a home was delivered to the consumer, the business generally thought that the connection with the consumer was over; but it is still only the beginning. It is then important to keep strengthening the communication with the consumer so that they are involved in improving and enhancing the home." "The concept of 'word-of-mouth is king' has always been at the center of internet thinking, and in essence 'word-of-mouth' is a term derived from user thinking. This is a way of judging consumers' real feedback on goods, which gives them a strong sense of involvement in their consumption behavior. This makes consumers fully involved in the home improvement process, and their subjective initiative is maximized so that they can truly become the main service provider.

4. Conclusion

This is an age of information and the Internet. In the context of this era, people are putting forward higher requirements for home decoration. With the increase in socio-economic and technological levels, mankind has entered an information age characterized by digitalization. Home decoration is also undergoing great changes. Home design, as a traditional industry, should seize the pulse of the times and combine the Internet to make home design Internet of Things, information technology, simple and even green and sustainable. The home has been given more meaning in terms of self-consciousness and companionship and will continue to influence our home and living habits to this day. The home satisfies many of our life demands, carries practical functions in all aspects, and gives us a warm feeling of belonging, improving the user experience and helping consumers to create their own home is our mission. The current home improvement market is still in progress, although there is a will to design homes through the Internet home improvement the proportion of consumers increased year by year, by their own market environment distribution restrictions, coupled with the relevant supporting regulatory measures and industry standards are

still unclear, the future development of a long way to go. This paper puts forward some suggestions for some of the drawbacks of Internet home furnishing: first, strengthen the protection of user privacy; second, focus on the cooperation with traditional decoration companies; third, pay attention to talent training. I hope to provide reference and references for the majority of my peers. In the future, Internet home furnishing is becoming more and more mature, and technology is constantly being updated and iterated, the Internet home furnishing will be able to better meet the needs of customers and solve the various problems that exist in the home furnishing industry.

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