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Abstract

Changes in consumer demand and the development of retail infrastructure have promoted the emergence of the OMO (Online-Merge-Offline) model, which has become an effective way to resolve online and offline purchase conflicts. This study combines the characteristics of travel shopping and industry expert interviews to summarize the performance of the fusion dilemma that occurs when the OMO model is applied in the travel shopping market. Based on this, an OMO model that integrates the dilemma factors in the process of tourism shopping is differentiated and designed the model application process. The differentiated application of the OMO model transforms the precise flow of offline travel shopping, reconstructs customer consumption experience, extends offline consumption scenarios, enhances sales work motivation, and enhances the brand recognition of businesses, and effectively improves the sales performance of travel shopping businesses.

Keywords : Tourism Shopping; O2O Model, OMO Model; Online and Offline Integration

บทคัดย่อ

ความต้องการของผู้บริโภคที่เปลี่ยนแปลงไป และการพัฒนาโครงสร้างพื้นฐานการค้าปลีกทำให้เกิดการพัฒนาแบบจำลองทางธุรกิจ OMO (Online-Merge-Offline) ซึ่งเป็นแนวทางในการแก้ไขปัญหาธุรกิจในตลาดออนไลน์และออฟไลน์อย่างมีประสิทธิภาพ การศึกษาในครั้งนี้ ได้สรุปถึงความแตกต่างของการประยุกต์ใช้แบบจำลองทางธุรกิจ OMO (Online-Merge-Offline) ในตลาดการท่องเที่ยว ผ่านการจำแนกและการบูรณาการ ปัจจัยที่ขัดแย้งกัน ความแตกต่างของการประยุกต์ใช้แบบจำลองทางธุรกิจ OMO (Online-Merge-Offline) ในตลาดการท่องเที่ยว ถูกสร้างขึ้นเพื่อทำให้เกิดความแม่นยำของกระแสตลาดการท่องเที่ยวแบบ

ออฟไลน์ การปฏิรูปความเคยชินในการบริโภคของลูกค้าของกระแสการตลาดการท่องเที่ยวแบบออฟไลน์ การขยายการบริโภคในตลาดออฟไลน์ ปรับปรุงแรงจูงใจในการขายและการยอมรับในตราสินค้าของผู้ประกอบการ ตลอดจนการปรับปรุงประสิทธิภาพในการขายของผู้ประกอบการ

คำสำคัญ : แหล่งท่องเที่ยวเชิงการค้า; แบบจำลอง O2O; แบบจำลอง OMO; บุรณาการออนไลน์และออฟไลน์

Introduction

With the development of the social economy and the improvement of living standards, tourism has become an important way for people to entertain. Tourism shopping, as one of the six major elements of tourism, is an important force to promote the development of the local tourism economy (Nie, 2003), and about 33% to 56% of tourists' tourism expenditure is used for shopping (Law & Au, 2000). In recent years, the rapid development of e-commerce has broken the regional barriers to the sale of tourism products, expanded product sales channels, and increased the transparency of prices. The purchase of tourism products online has become a common method adopted by tourists (Shi & Long, 2018). With the popularity of mobile Internet and mobile payment, consumers are becoming more and more convenient to switch between online and offline purchases, consumption and payment. They not only love the rich and affordable online consumption of goods, but also enjoy the "what you see is what you get" Offline experience.

Changes and developments in consumer demand and retail infrastructure have promoted the birth of an OMO (Online-Merge-Offline) model based on online and offline integration. Under this model, consumers can achieve the consistency of online and offline purchases, laying a feasible foundation for online shopping and secondary conversion of offline consumers by travel shopping merchants. However, the uncertainty of travel and shopping demand has caused online conversion to increase the pressure on merchant customers to acquire and manage and has prompted merchants to examine themselves more rationally. Based on the explanation of the OMO model, this article sums up the problem of the fusion dilemma of the application of the OMO model of travel shopping based on the shopping characteristics of tourists. According to the problem, it proposes the differentiated application method of the differential integration of the dilemma factors to solve the problem that increasing online cost of flows, so as to obtain complete and consistent flows online and offline to increase sales performance.

Difficulties in the application of tourism shopping OMO model

1. Online and offline integration : the connotation of the OMO model

With the application of smartphones and tablets, enterprises can customize personalized information based on demographic information and consumer behavior characteristics, and



use Internet tools to provide or send customized information reflecting consumer's special interests and consumer behavior to consumers. At the same time, online sales can record the number of clicks on the "guest" sales page, their stay time on the page and the track of the visit, making it easy for companies to measure marketing effectiveness. However, online sales make sales prices more transparent. Suppliers of high-quality products can make up for the losses brought by price transparency through the benefits brought by value transparency, while indifferent product providers need to reduce costs to improve competitiveness. Although many brick-and-mortar retailers were hesitant to create an e-commerce channel because they worried that online products or services would conflict with offline, but after seeing that online channels can expand business opportunities, they all decided to increase the Internet as a distribution channel (Andrea, 2010). O2O (Online-to-Offline) model has become the choice of retailers' combining online and offline channels which using the Internet's cross-temporal features to extend goods and services, combined with online Internet platforms to attract customers to offline consumption. But from the perspective of the operating effect of the O2O model, it puts too much emphasis on the transfer of online passenger traffic offline, dividing online and offline into two, and cannot achieve a highly integrated and unified user experience between online and offline.

OMO (Online-Merge-Offline) model is derived from the O2O model, which means online and offline integration. According to O2O's online-to-offline application model, some scholars have proposed traditional retail enterprises to apply the online-offline integration business model to effectively connect the tangible and intangible markets and achieve the integration of the physical and network economies (Guo, Wang & Chen, 2015). Li (2018) proposed the concept of OMO, thinking that the OMO model is a complete integration of online and offline, and all online and offline data and everything are integrated into an ecosystem. The research of the OMO model focuses on the two-way flow of customers and their consumption behavior. Yang (2018) believes that the OMO model is intended to connect offline and online traffic, achieve dual-directional flow, mutual empowerment and mixed development of consumer behavior, and provide consumers with a more convenient and optimized service experience. Shi and Zhang (2016) believe that the OMO model is a two-way integration of online products and services in the retail industry, and that virtual sales and physical consumption experience are seamlessly connected. It can be seen that most scholars' research on the OMO model focuses on the two-way flow of customers and their consumption behavior.

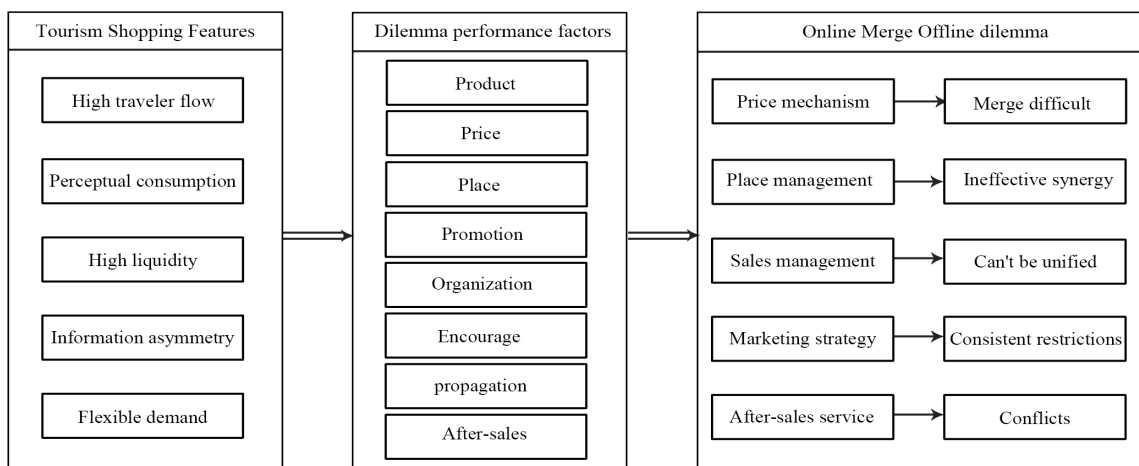
Some studies believe that the foundation of online and offline integration is the

convenience of online channels using Internet sales and promotion to expand publicity and increase sales for offline entities. Offline physical stores “endorse” online sales and provide different consumption scenarios and Logistics distribution (Fu, 2019). Although scholars and industry experts have different understandings of the OMO model, they pay attention to the mutual drainage of online and offline customers, so that they have the convenience and choice of having online and offline experience and services of having online and offline. In a nutshell, the OMO model uses online e-commerce to rely on offline physical stores and offline physical stores to borrow online e-commerce channels, combined with the dual advantages of online e-commerce sales convenience and traditional physical store traffic. Convergence, channeling online customer traffic to offline physical stores, and effectively converting the online customer traffic carried by offline physical stores into a business model operated by online users.

2. Merger Dilemma : Conflicts in the OMO Model of Tourism Shopping

Consumers are completely changing the way they shop in physical stores. When shopping in stores, they are increasingly using mobile phones to contact friends or loved ones for advice on a product (Jonathan, 2013). Tourism shopping is a non-rigid demand. Consumers are more seeking psychological satisfaction, and the existence of regional barriers to tourism destinations makes tourism shopping with high traveler flow, perceptual consumption, high liquidity, information asymmetry, and flexible demand such as features (Zhong, 2005). The characteristics of travel shopping have prompted consumers to compare online and offline prices of products with similar products of other businesses when shopping in physical stores, and consulted friends extensively to purchase, which has become an obstacle to the integration of online and offline travel shopping. In essence, no matter how well the online and offline channels are designed and managed, conflicts always exist. The most fundamental reason is that it is difficult for retailers to agree on the benefits of online and offline sales. Interviewing some travel shopping retail enterprise managers and industry experts on the dilemma of online and offline integration, the results show that the dilemma of online and offline integration of travel shopping is mainly reflected in product, price, place, promotion, organization, encourage, propagation and after-sales , combined with relevant scholars ‘research on factors affecting tourists’ shopping behavior (Shi, 2005), it is found that the dilemma of online and offline integration of travel shopping is embodied in the following five aspects.

Figure 1 The Dilemma of Tourism Shopping OMO Model



Source : Organized of this study

(1) Difficulty in price unanimous implementation. The locality and nationality of tourism commodities determine that tourists generally have a low level of understanding of the product, and there is an unequal relationship between the structure, complexity of production, and price of tourism products (Zhang, Wang & Xin, 2002). The asymmetry of tourism product information makes the price opaque, and merchants implement differentiated transaction prices for consumers with different purchasing capabilities to obtain higher profits. In the traditional tourism shopping market, when tourists leave the store and lose contact with them, tourism shopping merchants prefer to manipulate products and prices offline, making the current transaction a one-time transaction, and unwilling to be an online e-commerce customer. When offline products are converted online, the same price is not conducive to online business promotion. Inconsistent prices easily lead to channel conflicts (Wang & Zhang, 2013). Tourist shopping merchants are unwilling to give up the “high” benefits that are available offline for online traffic conversion, and it is impossible to integrate online and offline customer traffic.

(2) The place management is difficult to coordinate. In the era of abundant material and developed logistics, the material factors pursued by off-site shopping have weakened, and tourism shopping has become an emotional consumption process that pursues higher-level satisfaction (Zhong, 2005). Although the establishment of online e-commerce channels has broadened sales channels and combined offline physical store customer traffic, the wide variety of product categories sold online is bound to pull tourists back to the rational consumption shopping scene. They will again compare prices, brands, and experiences. And so on, thereby reducing the instant shopping volume. Tourists have high mobility and short shopping time, and their purchase methods are more willing to take a quick and easy way.

The online drainage of offline passenger flow will inevitably cause the workload of consumers and sales staff, and complicate the purchasing process, Pay attention to public account, online ordering and other measures. This is undoubtedly contrary to the wishes of consumers, and even they feel that there is a suspicion of privacy infringement. The differences in online and offline channel operation of tourism shopping make it difficult for the two channels to achieve synergy.

(3) Lack of uniform sales management. Tourism shopping belongs to non-basic tourism consumption, consumer demand is highly elastic, and tourism shopping expenditure is great volatility (You & Tao, 2006). The more abundant and distinctive the products displayed in offline shopping stores are, the more tourists can make quick choices and increase their purchase demand. Although online channels make up for the lack of offline physical stores, the inconsistency of product categories and prices makes offline online tourists unable to find products online, and tourists will again face buying choices problem. For sales staff, if they make great efforts to transfer offline customers to online without any incentives, and customer repurchase has no performance-related relationship with sales staff, sales staff lacks the incentive to drain. If a repurchase channel is established through WeChat Plus, the mobility of sales staff and the evaluation of private purchases lack an effective management mechanism.

(4) Consistent marketing constraints. Tourist shopping stores are located in tourist destinations or on the way of travel. The probability of tourists repeating the same scenic spot is relatively small, and the one-time consumption behavior of tourist shopping exists objectively (Li & Zhang, 2009). The application requirements of the OMO model are to use online e-commerce to break through the limitation of “display” of offline physical stores and conduct convenient marketing communications through online channels, but the online and offline sales environment is differentiated. Lack of rigidity in prices and bargaining among tourists has become the norm. The offline marketing strategy of the travel merchant must be flexible and changeable according to the situation, and the relatively stable marketing thinking must be adopted online to ensure the price experience of the user purchase. The difference between online and offline marketing and promotion costs also makes it difficult to formulate consistent results in terms of sales activity intensity and price discounts. The mutual restriction of online and offline marketing strategies for tourism shopping has also become a problem of integration.

(5) After-sales contradiction exists. The application of the OMO model theoretically combines the respective service advantages of online and online to provide tourists with continuous after-sales service. Tourists have specific feelings about products in offline



physical stores in tourist destinations and have clear expectations for products when purchasing online channels. There will be no returns or negative reviews caused by-products that do not match the description. However, due to the liquidity of tourism, merchants prefer to buy and sell with one hammer offline and do not want to provide corresponding after-sales service. If there is a problem with the travel product, it cannot be returned or exchanged like ordinary products. It is difficult to establish customer loyalty to the product or brand. If a series of purchases are brought online, the online evaluation and feedback mechanism will prompt merchants to do more work to provide corresponding guarantees. This is what they should do, but not their wishes. Introducing offline expectations online is not proactive, and online and offline after-sales services cannot be matched, and the problem of the merge is more prominent.

Differential application of tourism shopping OMO model

1. Dilemma resolution : Differential integration of dilemma factors

The characteristics of tourism shopping determine the advantages and dilemmas of the application of the OMO model. Since the application of the OMO model in tourism shopping has dilemma factors, it is necessary to combine the actual situation of tourism shopping to decompose the dilemma performance factors in Figure 1 to the differentiated fusion form realizes the application of tourism shopping OMO model, As shown in Table 1.

Table 1 Differentiated application expressions of tourism shopping OMO model

Factor	Product	Price	Place	Promotion	Organization	Encourage	propagation	After-sales
Online (Differential)	Inventory Products; Inbound Products; Promotion Products; Featured Products;	Low-priced Products	WeChat + virtual store (third-party platforms, applets, etc.)	Precision marketing, E-coupon	E-commerce department	Online sales share Offline; performance rewards	Low-cost, real-time publicity (WeChat, WeChat group, public account)	Online sale
Merge	Same Products	Same Price	Same cognition	Rights sharing	Joint management	Performance sharing	Synergy-surely	Jointly maintaining after-sale protection
Offline (Differential)	All Products; High-end Products; Image Products;	Expensive Products	Physical store + WeChat	Promotion experience	Sales department	Offline and online profit sharing	Offline experience promotion	Online sale; WeChat after sales
Optimization measures	High-quality, "Best-selling commodity online, first offline sales test, then online	Offline price comparison experience	Offline precise passenger traffic leads online	Turn competition into collaboration and promote offline experiences online	E-commerce department integrated into sales department	Offline sales for online drainage to obtain online secondary sales sharing	Online and offline complementary advantages, two-way brand communication	Establish an after-sales appeal channel online

(1) Product. The products sold by online e-commerce online stores and offline physical

shopping stores are consistent and differentiated according to actual conditions. The essence of online and offline product integration is to achieve the same product. The difference is that different categories and styles of products are sold online and offline (Chen, 2010). Online e-commerce online shop owners promote inbound products, promotion products, and featured products, and focus on online conversion products that use offline advantages to conduct sales testing and then sell online. For a large number of offline inventory products, online promotions can be used to clean up, especially to ensure the quality of online products to build a brand. Offline physical stores can theoretically have all products, but to ensure consistency with online sales products, in principle, high-end products, and image products sold offline are not converted online (Xia & Feng, 2016). Offline brick-and-mortar stores do not directly display products sold online. They only launch online sales when inquiries are made by tourists. Explosive products sold online must be converted offline promptly.

(2) Price. Online and offline physical stores should follow the consumption habits of actual customers, and the prices of the same products should be the same (Dou, 2017). The price of products sold online mainly promotes low-prices, such as inbound products and promotional products that are more focused on low prices. Offline brick-and-mortar stores provide a direct experience that cannot be “touched” online, focusing on selling expensive products with high profits. The price of the same product sold offline and online should be strictly the same and not arbitrarily adjusted. However, according to the characteristics of high elasticity and high price fluctuation of offline shopping demand for tourism shopping, flexible products sold simultaneously online and offline should reasonably design the line. Reduce the price fluctuation range, increase online and offline purchase price comparison experience, and gain customers’ trust in online purchases.

(3) Place. Users do not follow the online and offline channel classification logic to make purchase choices. They often make choices based on the specific context at the time. The focus of their choice is whether they can get the goods and services that meet consumer demand at the moment. The merge of online and offline channels enables customers to make different purchases at the same merchant and uses the merchant brand as the same logo to achieve seamless switching and efficient collaboration between channels. The unification of channels meets a variety of consumption scenarios such as online inquiry and offline experience, offline experience, and online purchase, and caters to consumer experience-type consumption needs. Large offline traffic is accurately channeled online through the same cognition of the channel, thereby obtaining the opportunity for customers to repurchase.

(4) Promotion. The synergy of online and offline channels can take advantage of the



convenience of online marketing and promote the sharing of electronic coupons, electronic points and the rights of offline consumption. Offline brick-and-mortar stores provide a direct experience that cannot be “touched” online while matching the same online product offers. Online and offline promotion activities cooperate as needed, transforming the competitive relationship acquired by customers into a cooperative relationship. Consumers can easily repurchase and recommend products to each other. Use offline promotions to divert online, and take promotional offers for offline experience online. Attract tourists to field tourism purchases.

(5) Organization. According to the differences in online and offline business content, the online and offline sales business departments are still divided into e-commerce departments and sales departments. The management team of each department has its professional talents. Based on the division of departments, the two departments realize the integration of high-level management to jointly manage online and offline sales. The e-commerce department can be integrated into the sales department and managed by the sales department to reflect the unity of the management department. The business learning and work arrangements of the two departments are all carried out in the same way. The sales guide of the sales department also serves as the customer service staff of the e-commerce department, forming a close integration in the business area.

(6) Encourage. Tourist shopping merchants should establish a dynamic performance incentive mechanism that takes into account the recognition of customer performance that is transformed online and offline, and ensure that sales personnel share online and offline performance. Offline sales staff obtains sales commissions from offline physical stores; offline sales staff imports sales results from online customers, and initial commissions are given to offline sales staff, and then online sales are performed by online and offline sales staff according to the set distribution ratio Commonly divided into (Pan, 2017). Due to the difficulty of confirming the work of online promotion and introduction of offline customer identification, online sales personnel are mainly based on the distribution of product sales for online sales, while considering the overall sales performance of offline sales to the online sales personnel. Encourage the mutual conversion and sales of sales by offline and offline sales personnel in a way of mutual penetration of performance, opening up the unsustainable e-commerce market online.

(7) Propagation. Online and offline use their communication advantages to cooperate to achieve synergies and promote two-way propagation of the brand (Li, 2013). Low-cost, real-time promotional tools such as WeChat, WeChat group, and public account are adopted online to spread the cultural added value of the product through accurate marketing,

achieving efficiency and convenience. Offline communication is mainly based on experience, focusing on bringing offline customers to online stores, and using online data technology to collect, store, and analyze customer consumption behavior data to form consumer portraits. Improve and optimize inventory reference to enhance online sales and offline experience.

(8) After-sales. The biggest advantage of OMO model integration is to establish a communication mechanism with customers on the line, and it has also become a channel for customer service complaints. The after-sales service mechanism for an online purchase is relatively mature, and the third-party service platform can complete the entire process of after-sales service. In contrast, the after-sales mechanism of offline physical stores in tourism shopping is relatively outdated. Telephone service and other methods are generally used, and even more, they are unwilling to provide after-sales protection. Tourist shopping merchants should be aware that the establishment of “after-sales service” channels is an effective means to convert offline customers online and expand the after-sales service system of online channels to offline. Add WeChat and other methods to enjoy accurate service experience.

2. The differentiated application process of tourism shopping OMO model

Differential application of the OMO model in tourism shopping distinguishes the difficulty to integrate fragmentation factors, makes full use of the abundant offline passenger flow, combines the advantages of offline scene-based experiences and services, and makes up for the shortcomings of online operations with new customer acquisition channels. Board, its application process is shown in Figure 2. In Figure 2, the dashed line indicates that customers are converting to online channels through the Internet. Online channels exist in a variety of forms such as self-built websites, third-party platforms, APPs, WeChat, and small programs.

The OMO customer model of tourism shopping is divided into offline tourists and network customers, mainly tourists. Tourists enter the offline physical shopping store of the tourist destination, visit the physical store to display all the products sold, the buyer purchases the products sold only offline through traditional offline channels, and the sales staff uses the after-sales service as an opportunity to guide the buyer to add store customer service WeChat or follow Public account, paving the way for brand publicity and product marketing. Sales personnel should guide buyers to purchase products sold online and offline simultaneously through online channels to ensure the use of good online after-sales service channels. At the same time, consumers will mainly choose the offline purchase process, and they tend to buy offline. deal with. For customers who have not visited the store, the sales staff should actively guide them to add customer service WeChat or follow the public



account. It is worth mentioning that the guidance is not compulsory, and it is not necessary to take gifts to obtain “pseudo” customers. Online purchase customers are subdivided into offline import customers and online customers.

Buyers and non-purchasers who add customer service WeChat or follow WeChat public account offline and their recommended customers are considered offline import customers. Offline import customers search for or scan the shop QR code on product packaging bags to enter online shops for purchase, which accounts for a considerable proportion of purchases. Online network customers purchase through the platform’s natural search. Online shop online customer service WeChat through online interaction, and the store’s customer service WeChat, WeChat group and WeChat public account are connected. Online sales personnel use WeChat marketing, public account transmission, and other methods to awaken the tourist context of tourists, transform the online purchases of customers who leave, and at the same time use the promotion of tourist attractions and products to stimulate online purchases and offline purchases of non-field travel online customers. On-site tourism needs to achieve online customer integration and offline diversion.

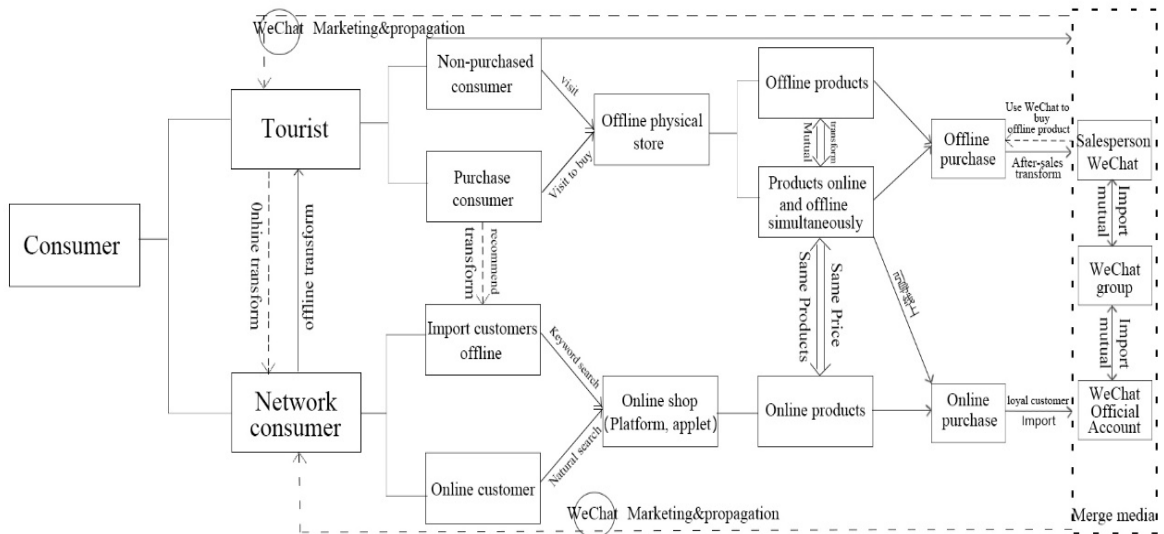


Figure 2 OMO model differentiated tourism shopping application process

Source : Organized of this study

Differentiated application effect of OMO model for tourism shopping

The differentiated application of tourism shopping OMO model effectively solves the problem of the integration of tourism shopping due to consumer mobility and product demand flexibility, fully combine the conversion of offline passenger traffic to meet the needs of tourists ‘instant shopping experience, add convenience for tourists’ subsequent purchases. In general, the effect of differentiated application of tourism shopping OMO mode is mainly reflected in the following aspects.

(1) Convert precise offline traffic. The original intention of online shopping for travel shopping merchants is to transform the abundant passenger flow offline. The integration of online and offline channels integrates online and offline traffic entrances, combined with self-media tools such as WeChat, using after-sales services and logistics distribution, to effectively convert accurate offline customer traffic, and merchants can easily obtain a large number of customers Resources. Through precision marketing to drive customer repurchase and conversion of new customers, merchants do not need to spend a lot of money and time to promote the company’s products, saving manpower, material resources, time and costs. The introduction of offline passenger flow solves the problem of online customer acquisition while awakening tourists’ awareness with experience advantages. Tourists purchase similar products more favorably from businesses visited and purchased by them, to avoid the difficulty of consumer purchase choices caused by the homogeneity of corporate products and sales channels in pure e-commerce customer transactions.

(2) Reconstruct customer consumption experience. The tourism shopping OMO model reconstructs the online and offline consumer experience of customers, enabling tourists to realize a variety of shopping experiences such as offline purchase and online purchase after the offline experience. The offline experience is the basis of online traffic conversion. The products purchased online after the offline experience are personally selected by the tourist, and the product quality and experience are consistent with the offline. The online return and exchange and evaluation mechanism also urge merchants to not use this as sufficient and false publicity when selling products online, reducing the occurrence of disputes during travel shopping and the negative rate caused by return and exchange during online sales, and improving the tourist Tourism satisfaction. The online after-sales mechanism can ensure the safety and reliability of the separation of people and goods, and reduce the pressure on tourists to store and carry goods during travel and shopping. In the context of technological development, merchants can take advantage of the WeChat mini-program “Come when called, go when used” to help consumers get rid of traditional online shopping, cumbersome mobile ordering procedures, and one-click shopping.



(3) Extend offline consumption scenarios. Other factors such as consumer spending, unpleasant experiences, and tourism budgets during the tourism process will limit tourists' spending on actual shopping. The OMO model has perfect online purchasing, promotion, and dissemination methods, bringing the offline traffic of willing tourists into the online, and transforming tourists' original one-time shopping behavior into "anytime, anywhere" purchase. Tourists often experience offline experiences, have a direct perception of products and physical stores, and have a high probability of guiding them to buy again. The OMO model uses online social tools such as WeChat to conduct online promotions based on offline purchases. Using social and recommendation methods, customers will be immersed in the scene of offline travel to generate purchase demand, extend the offline consumption scene, and increase user's sticky.

(4) Improve sales motivation. The key to the implementation of the OMO model is the actual implementation personnel. The implementation of personnel is not in place. No matter how good the business model is, it is just a matter of talking on paper. The way of sharing sales performance between online and offline prompts offline sales staff to actively bring offline customers online, and the introduction of rich offline traffic increases the performance of sales staff in the e-commerce department. The common performance growth has promoted the traditional sales department and the e-commerce department. Employees efficiently cooperate with online and offline sales, inventory and after-sales related tasks. This community of interests approach enables online and offline staff to cooperate spontaneously and effectively and solves the problem of the work contact mechanism so that online sales are out of the endless loop that has not been able to break through, gaining the sales effect of online and offline coordination, and improving online and offline collaboration Sales motivation.

(5) Increase business brand recognition. Gee, Maken & Choy (1997) researched that tourism product retail has played a role in promoting tourism regions and businesses due to product proliferation. The application of the OMO model meets the needs of omnichannel sales of travel shopping merchants, and online channels have become the main way for merchant brands to spread on the Internet. The advantage of online channel communication assists in the promotion of offline entities. The offline physical store experience reverses the introduction of loyal customers for online channels to obtain online traffic. The online and offline channels are no longer strictly distinguished, and the purchase channels are shaped by the brand of the merchant store. Store brands have become customers' unified perception of the seamless connection between online "virtual e-commerce" and offline "physical store merchants". Regardless of whether tourists are buying online or offline, the OMO

model can enable them to achieve their after-sales protection through effective complaint channels such as customer service WeChat, APP or platform stores. The comprehensive after-sales service requires travel shopping merchants to improve high-quality products and services. Under the three additions of products, services, and tourist attractions, the brand influence of the merchant is more prominent.

Conclusion

The advantage of large tourist traffic in the tourist shopping market is gradually weakening with the popularity of online shopping. Tourist shopping merchants urgently need to establish online sales channels to open the online sales market and convert large offline traffic. Using the OMO model combined with the advantages of passenger flow to expand sales and open up the online and offline integrated channels of the travel shopping market seems to be an inevitable choice for travel shopping merchants. The key to the OMO model is the advantages of both online and offline integration, presenting the convenience of online purchase and offline experience to consumers simultaneously. However, the practical difficulties caused by factors such as customer mobility, product demand elasticity, information asymmetry, and consumer sentimental consumption in the travel shopping market are difficult to integrate into the OMO model. Tourist shopping merchants must combine the actual market conditions to distinguish difficult factors that are difficult to integrate and ensure the application of the OMO model of tourist shopping with online and offline differentiated integration.

The differentiated and integrated OMO model uses Internet tools to enable the travel shopping market to extend online sales channels, extend offline consumption scenarios, transform offline and accurate customer traffic, integrate the convenience and experience of online and offline consumption, and increase merchant brand recognition and Improving the sales force's work motivation and other effects, and effectively taking advantage of the convenience and speed of online channels and offline consumer experience and traffic can effectively improve the sales performance of travel shopping retailers.

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