

## The Difficulties and Countermeasures of College Students' Micro-business

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**Abstract:** As a new type of employment and entrepreneurship channel, micro-business has enriched the tertiary industry and reduced the risk of employment and entrepreneurship. It is of substantial significance to analyze the current situation and existing problems of college students' micro-business. Taking "Internet +" as the background, this paper analyzes the current situation of college students' micro-business startup, and finds that there are mainly difficulties in micro-commercial rights protection, procurement channels to be regulated, single propaganda means, violent screen rebellion, backward marketing model, customer trust crisis, entrepreneurial groups. A series of problems such as fragmentation and difficult maintenance of the business circle. Based on the perspective of multi-governance, it analyzes from the level of government supervision, college support, consumer psychology, and management ability, and re-clears the major context of micro-business entrepreneurship, from policy norms, government supervision, college support, consumer psychology and management. Five aspects of the level to construct a path to solve the dilemma of college students' micro-business.

### 1. Foreword

With the concept of "Internet +", Weishang has great development prospects. Weishang refers to the marketing carrier generated by individuals or self-employed individuals in the context of Web2.0 and Web3.0. Using the Internet approach, the traditional sales method is transformed into a modern information mode, so as to achieve a small breakthrough in sales channels. Micro-business entrepreneurship uses the Internet as a carrier, has low barriers to entry, and has small capital investment. The restrictions are less favored by college students. In recent years, as more and more college students step into the micro-business sector, the development of college micro-business startups is gradually maturing, which not only increases the employment rate of college students, but also relieves the current employment pressure of the country to a certain extent.

Although the state has formulated a series of support policies for college students' employment, it has brought great help to college students, but current college graduates still face greater employment pressure. Under this pressure, the existence of micro-business brings new opportunities and challenges for college students' employment. As a new way of entrepreneurship, micro-business has its own views. Zhang Xiaoxia believes that micro-business has the advantages of low risk, low access requirements, wide range of influence and low geographical restrictions. Ji Miao and Wang Mingxu believe that micro-business startups have the advantages and disadvantages, and they have the disadvantages of difficult transformation, symmetry of information, serious fraud and product confusion. Therefore, the factors affecting the better management of college students' micro-business are not only restricted by the external environment, but also by the influence of college students' own conditions. Due to the relatively weak social experience and business experience, college students' micro-business startups face greater challenges. Li Yuxi and others believe that college students' micro-business startups do not require certification, true and false, and monotonous marketing

models, flooding screens, and unprofitable profits. Wu Yongyi believes that many micro-business entrepreneurs are too packaged in the appearance of products, in order to attract customers' attention, use fake advertising language to deceive customers, regardless of product quality. Sun Yongtao believes that college students are very interested in micro-business startups, but it is difficult to make practical actions due to lack of funds and experience. It can be seen that the dilemma of college students' micro-business startup needs to formulate comprehensive measures to solve it. In this regard, some scholars in China have also put forward their own views. Wang Zhixiao believes that solving the problem of micro-business startup should fully analyze the development direction of micro-business startup and provide more effective entrepreneurial skills for micro-business entrepreneurs. Liu Yingchun believes that the O2O method is a better path for the development of micro-business, and it can achieve a perfect combination of online and offline, so that buyers can enjoy the benefits while enjoying full after-sales protection. Solving the dilemma of college students' micro-business startup requires not only the cultivation of college students' own quality, but also the support of national and government policies. Therefore, from the perspective of China's micro-business startups, to solve the series of dilemmas faced by college students' micro-business startups, an organic coordination method of "government supervision-college support-industry norms" should be established to enable university students to provide substantive Comprehensive and effective help.

## **2. Analysis of the dilemma of college students' micro-business startup**

### **2.1 Legal Dilemma: Difficulties in Protecting Rights by Micro-Business and Imperfect Laws and Regulations**

Judging from the current situation, there are large legal loopholes on platforms such as micro-business. China's regulations on online transactions are mainly the "Measures for the Administration of Online Transactions" promulgated by the State Administration for Industry and Commerce. At present, it can be used as a reference value for the "Interim Measures for the Management of Online Commodity Trading and Related Service Behaviors" and the Ministry of Commerce's guidance on online transactions introduced in 2007. It can be seen that the development of the micro-business sector lacks a corresponding system and has not received sufficient attention. It is necessary to formulate a micro-business consumer rights protection law and to impose relevant restrictions on network product transactions. However, in the face of the chaotic order of the micro-business sector and the lack of legal protection for micro-business entrepreneurs, it is also difficult to formulate laws and regulations. Therefore, because consumers cannot effectively protect their rights when their rights are violated, it is difficult for Weishang to gain the trust of consumers, so that the source of Weishang in the process of entrepreneurship is difficult to be guaranteed.

### **2.2 Product dilemma: true and false products are difficult to distinguish, the purchase channel is to be standardized**

Nowadays, most of the college students in the micro-business startup process are in the micro-business bottom agent team, so the product supply is not completely from the first-hand brand goods, and even the products are fake. Moreover, the long-term purchase channel is likely to lead to internal consumption, serial goods and channel goods. In addition, college micro-business agents lack professional marketing and promotion knowledge, and it is difficult for merchants to provide them with professional knowledge training, resulting in product sales difficulties, product backlog crisis, and it is difficult for Weishang to run stably for a long time.

### **2.3 propaganda dilemma: a single means of propaganda, violent brush screen resentment**

The WeChat circle of friends is the main way of micro-business promotion. For Weishang, the propaganda mode is extremely important. However, the propaganda model of Weishang is too singular at present, and there are a lot of "violent screens" phenomenon. Not only is the propaganda effect not good, but it is also easy to cause resentment from friends. The circle of friends is an

interactive platform for friends, but the micro-business makes it a “business circle”, which is repugnant. The circle of friends has gradually developed into a propaganda channel for product promotion and trading with the purpose of creating a social platform of a private circle. This is also an inevitable trend in the Internet era. However, frequent violence can not only increase the friend's freshness of new things, but also generate resentment.

#### **2.4 Marketing Dilemma: The marketing model is backward, and the “acquaintance route” is difficult to last.**

The business of Weishang is transformed from the traditional product-centered economic model to the “relationship economy” based on the trust of friends. In this case, when the product is shielded, Weishang loses its market and is unsustainable. The target group of junior college students' micro-business startups is based on friends of friends circle. Many college students engaged in micro-business are buying or promoting through acquaintances, and do not pay attention to tapping potential customers in strangers. In addition, college students can't establish emotional connection with customers, and it is difficult for fans to play their word-of-mouth publicity and open up new marketing markets. Such a source of customers is not stable and cannot meet the needs of micro-business for a long time.

#### **2.5 Service Dilemma: Product is insecure after sale, customer trust is in crisis**

Weishang has obvious shortcomings in after-sales service. Most of the micro-business customers feel that Weishang's after-sales service is poor. The majority of college students' micro-business startups are low-level agents. Their after-sales service depends more on the attitude of the family. The brand and the end consumers cannot establish direct contact. When the home service is difficult to guarantee, the college students After-sales service is also difficult to obtain. Due to the lack of after-sales service platform and system for college students, the after-sales service of products cannot be guaranteed, which makes customers' satisfaction and trust in micro-business decline.

#### **2.6 Management dilemma: fragmentation of entrepreneurial groups, difficult to maintain order in the business circle**

Due to the low barriers to entry, micro-commercial marketing does not require official certification registration. Anyone who intends to become a micro-business can become a micro-business, and the entrepreneurial team of Weishang is fragmented. From the perspective of most micro-business startups, it is basically the individual's free choice of entrepreneurship, without proper guidance, so it is difficult to form a unified management. In addition, the marketing activities of Weishang are carried out through the network platform. There is no relevant system to supervise this, and it is even more difficult to manage the micro-business, which leads to the disorder of the micro-business operation.

### **3. Strategies for solving the dilemma of college students' micro-business**

#### **3.1 Improve the policy system and promote the development of the micro-business standard**

Without legal norms and guarantees, it is an important aspect that restricts the development of micro-business and micro-business entrepreneurial groups. In this regard, the following two aspects should be achieved:

The first is to establish sound legal guarantees. At present, China's laws and regulations on micro-business are relatively lacking, and there is no clear system in the micro-business sector to regulate and restrict. Therefore, at the legal level, the government should formulate sound laws and regulations, and improve the supervision mechanism of agents at all levels of micro-business to reduce risks. In this way, no matter whether it is a micro-business or a consumer, once there is a dispute, its legitimate rights and interests can be guaranteed, and the order of the micro-business sector can be effectively maintained.

The second is to improve the micro-business entry threshold and achieve real-name registration.

Increasing access criteria can reduce risk to some extent. At the same time, Weishang should realize real-name registration. For each micro-business, information should be registered, and certain disciplinary and restraint mechanisms should be given to support it. In addition, for the products of Weishang, there should also be a certain authentication mode.

### **3.2 Emphasizing government supervision and establishing a micro-business risk sharing mechanism**

In the micro-business startup of college students, relevant departments should support and provide more preferential and convenient conditions for college students to start their own businesses. Therefore, the government should pay attention to the supervision of micro-business. The government supervision emphasized here refers to the government's supervision and management of college students' micro-business startups, and does not refer to the absolute intervention of the government.

First of all, the establishment of college students' practice and training venues, so that college students' entrepreneurial interests can be met. Colleges and universities can regularly organize college students' entrepreneurial competitions and the display of works for college students' entrepreneurial training bases, improve college students' entrepreneurial enthusiasm and correctly maintain college students' micro-business entrepreneurial order, and make them formalized and orderly. Second, establish a sound regulatory mechanism and risk sharing mechanism. Among the various products of Weishang, including the formal products and the informal products, there is a certain uncertainty in the purchase channels of the products. Therefore, the government should supervise the product projects of college students' micro-business ventures, eliminate the bad products that restrict development, and establish a risk sharing mechanism to mitigate risks. Finally, re-arrange the relevant courses in colleges and universities and strengthen their attention. At the same time, in the process of supervision, we should strengthen the ties with universities, give special assistance to universities in the allocation of special funds, professional technology and the introduction of professional talents, and establish an orderly coordinated supervision mode with universities.

### **3.3 Pay attention to the support of colleges and universities and establish a micro-business entrepreneurship assistance system**

There are quite a lot of colleges and universities that can help college students to start a business, especially in the setting up of college courses and related training programs. In this regard, universities should do the following:

First, the school should make certain adjustments in the teaching content and mode, and cultivate the university graduates with high comprehensive quality and strong business ability from the needs of the society for talents and products. Colleges and universities should rely on the second classroom and use the state's emphasis on college students' innovation and entrepreneurship competition to set up corresponding teaching courses. To improve more platforms for college students' entrepreneurship, carry out relevant courses, conduct entrepreneurship guidance for college students, and benefit college students' micro-business startups while setting up relevant courses.

The second is to regularly launch entrepreneurial competitions such as college students' micro-business, encourage more college students to participate in entrepreneurial practice activities, and give higher-level rewards to college students with innovative consciousness and technology. In this way, college students' micro-business startups can reach more entrepreneurial teams, improve the efficiency of the establishment of entrepreneurial teams, and gain more contacts and open markets.

The third is to carry out entrepreneurship teaching and guide it correctly. College students' micro-business needs colleges and universities to provide relevant teaching courses to enhance their business capabilities. Therefore, colleges and universities should set up corresponding institutions in the school for the teaching platform of entrepreneurs.

### **3.4 Grasp the consumer psychology and build an ecological micro-business marketing model**

For college micro-business entrepreneurs, directly using the WeChat platform to publish product promotional messages, thereby increasing product visibility is the most direct and convenient way of marketing channels. However, from the consumer psychology of consumers, it is the key to not selling fakes and strictly controlling the source of products. In order to cater to consumers' consumer psychology, college students' micro-business startups must not only learn to grasp the consumer's consumption psychology, but also build an ecological micro-business marketing model.

The first is to promote products in special days. College students' micro-business should seize the customer's psychology, in addition to occasionally passing the "forward + attention" mode, likes and other gifts, but also use special festivals, hot topics, breaking news events, etc., to seize opportunities to promote product promotion. , carry out special promotions. This will not only improve marketing profit and increase customer source in a short time, but also increase a publicity channel to let users become product propagators and establish a reputation.

The second is independent innovation, paying attention to the novelty of products. In college students' micro-business, the repetition rate of engaging in the same product is very high, such as cosmetics, health products, and high imitation sports shoes. However, if you want to highlight the same product, you have to differentiate the product, that is, personalized products. Brand is an important factor influencing consumers' consumption of micro-commercial products. In this regard, college micro-business entrepreneurs should continue to build brands through mobile Internet platforms and continue to operate.

### **3.5 Optimize the marketing agency structure and improve its operational ability**

Since most of the micro-business entrepreneurs play the role of the underlying agent or the underlying agent, it is inevitable to be suppressed and constrained by the superior agent in the process of starting a business. In this regard, college students should fully clarify their responsibilities and authorities in the process of entrepreneurship, optimize the agency structure at all levels, and achieve orderly order. On the other hand, we should also pay attention to the improvement of our own business capabilities, and constantly improve our knowledge structure in the process of entrepreneurship. In this regard, the following two points should be achieved:

First of all, the micro-business should pay attention to the strict control of the first-level agents, to avoid over-suppressing the underlying development. Since college students' micro-business startups are mostly one level of hierarchical agents except for self-producers, then the micro-business industry can directly control its first-level agent layer. The quality, type, quantity, purchase channel and production mode of the products operated by the first-level agents shall be controlled and registered, and the number of classified sellers of the first-level agents shall be controlled according to certain standards.

Secondly, college students' micro-business should pay attention to their own management and continue to learn and improve. College students have problems in their entrepreneurial ability, such as insufficient social experience, interpersonal skills, and poor ability to withstand risks. Therefore, college students should face up to their own shortcomings in the process of micro-business startups, actively learn and learn from the correct business methods, correct their own attitudes, and improve their business capabilities. At the same time, college students' micro-business startups should continue to innovate, seek new marketing models, promote their own better development, and inject new strength into the micro-business.

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