

A Comparative Study of Marketing between Social Enterprises and Commercial Enterprises Based on Electronic Commerce

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Keywords: Commercial Enterprises, Social Enterprises, e-Commerce, Marketing

Abstract: Compared with commercial enterprises, social enterprises started late. In the process of operation, the theory and method of market influence are not mature enough. With the continuous development of society and the continuous improvement of economic level, e-commerce has been developed in an all-round way. In the new era, the emergence and development of e-commerce have had a significant impact on marketing. Social enterprises and commercial enterprises are different in many aspects. The difference in nature affects the development of marketing. In the process of social and economic progress in our country, the status of social enterprises is gradually rising. In this case, it is very important to actively strengthen the research on the suggestions to improve the marketing strategy of social enterprises and improve the marketing theory of social enterprises. Based on the background of e-commerce, this paper makes a comparative analysis on the marketing of social enterprises and commercial enterprises, and puts forward some suggestions to improve the marketing ability of social enterprises.

1. Introduction

With the advent of the e-commerce era, the public, especially young people, basically no longer conduct transactions in traditional markets, but purchase goods online. Such transactions have promoted the expansion of the sales market in both space and time [1]. As a newly proposed innovative organization, social enterprises have its outstanding advantages, while commercial enterprises have their merits from initial development to maturity, but there are obvious differences between them in many aspects [2]. Social enterprises and commercial enterprises are different in many aspects, and the differences in nature affect the development of marketing [3]. Because the nature of social enterprises is different from that of commercial enterprises, there is not a complete set of theories for social enterprises to carry out marketing in the course of operation. The difference in nature is the most essential difference between social enterprises and commercial enterprises, while the development of social enterprises lags behind commercial enterprises [4]. Social enterprises cannot carry out marketing activities without scientific and complete theoretical support. At present, the marketing theory of social enterprises is still in an exploratory period and lacks many [5]. While developing e-commerce, enterprises cannot be blindly applied. E-commerce and traditional marketing must be combined, integrated and complemented each other [6].

In terms of space, the emergence of e-commerce has driven the development of china's logistics industry to a certain extent. As long as the place where logistics distribution can be reached, there must be online transactions [7]. In the 21st century, the penetration of e-commerce in various fields is gradually apparent. To adapt to this new environment, enterprises should use advanced marketing methods to meet consumer demand [8]. Traditional marketing will be limited in time, and all of its trading hours are specific, but online trading just breaks this restriction and realizes round-the-clock transactions in the market. Traditional marketing targets fixed sales locations and fixed working hours, while e-commerce uses the network information database as the characteristic object [9]. In the process of china's continuous socio-economic progress, the status of social enterprises has gradually risen. In this case, it is very important to actively strengthen suggestions and research on the promotion of social enterprise marketing strategies and to improve the social enterprise marketing theory. Based on beijing analysis of e-commerce, this paper compares the influencing factors, organizational methods, and operational development of social and commercial enterprises

in marketing, so as to reveal the essence of their existence is to provide products needed by society, and then to provide suggestions for the development of social enterprises.

2. A Comparative Analysis of Marketing between Social Enterprises and Commercial Enterprises

Due to the strong sociality in the operation process of social enterprises, the two kinds of enterprises will rely on and apply completely different operation bases and resources in the operation process. The reason why there are great differences in marketing between social enterprises and commercial enterprises is due to the differences in their characteristics. In order to ensure the sales volume of enterprises in the physical market, a certain amount of products need to be kept in the warehouse, which is the root cause of the products kept in the warehouse, because the information is not smooth. During the operation of social enterprises, they can produce projects and business contents that cannot be taken into account by the state and the government. These business contents can often be of great help to the old, weak, sick, disabled and other vulnerable groups in society [10]. The sociality of a social enterprise is the biggest difference between it and a commercial enterprise. The enterprise resources they rely on and their operating bases are not the same. From the point of view of production process, the production and marketing carried out by social enterprises are beyond the care of commercial enterprises. What the government and social economy have no time to care about is the business carried out by social enterprises, which are often needed by vulnerable groups and society.

In the traditional market, enterprises have the right to information about products and services, but customers know little about them. In this case, in the overall marketing action, the leading power of marketing is in the hands of the enterprise. However, in the era of e-commerce, this pattern is being broken. The internet provides consumers with more, faster and more economical channels to understand information. In terms of capital sources, the capital of commercial enterprises is the capital at full market price, and the human resources are obtained from labor capital, while the capital of social enterprises mostly comes from the capital below market price or the capital mixed with market price capital [11]. In the daily operation of social enterprises, the capital price is much smaller than the market price capital. At the same time, most of the capital is mixed with market prices. The labor market and social volunteers together constitute the human resources for social enterprise operations. In the era of electronic information, the network market can convey market demand information for enterprises, change the information asymmetry in enterprise decision-making, and solve the problem that enterprises do not understand customer needs. In the process of continuous social and economic development, enterprises need to face a more fierce market competition environment in the process of operation. In this case, companies must apply strong marketing strategies in order to seize market opportunities and create more economic benefits.

3. Suggestions on Improving Marketing Ability of Social Enterprises

3.1 Clear Market Positioning

In the process of operation, commercial enterprises have gradually formed a set of relatively mature operation strategies at this stage, which are worth learning from social enterprises to some extent. However, because social enterprises have different business objectives with commercial enterprises in the process of operation, the business strategies will certainly be different. In order to promote the development of marketing in the e-commerce era, it is necessary to pay attention to the construction of network infrastructure, which is an important guarantee for effective communication between marketers and consumers in market transactions. Marketing organizations should arouse users' desire for interaction, arouse consumers' enthusiasm for participation, make them create and contribute in participation, and better expand the marketing effect of digital communication. Sensitivity analysis can be carried out on each influencing factor of a single project, and risk

management can be carried out on the project from the analysis results. The analysis results in Table 1 show that the project is the most sensitive to management risks and the least sensitive to financial risks. The relationship between risk evaluation and risk factors is shown in Figure 1.

Table 1 Sensitivity Analysis of Risk Assessment

	Evaluation value	Post-change score
Environmental risks	0.583	0.741
Production risk	0.671	0.791
Managing risks	0.535	0.864
Technical risk	0.746	0.833
Market risk	0.611	0.623

To measure the price competition between a company's homogeneous products and the average market price, the price competition between a company's products and the average market price can be simply written as follows:

$$D_i = a + \sum_{j=1}^n b_j p_j + r_i Y + u \quad (1)$$

Initialize, calculate the connection weight and threshold, and assign any value:

$$D_i = a + \sum_{j=1}^n b_j \ln(p_j) + r_i \ln(Y) + u \quad (2)$$

Consumer preferences are heterogeneous, and differentiated products can be used to meet their needs. Provide input samples and expected output:

$$\ln(D_i) = a + \sum_{j=1}^n b_j \ln(p_j) + r_i \ln(Y) + u \quad (3)$$

In the construction of network infrastructure, the most important thing is to make a reasonable choice of software and hardware equipment. Businesses must establish a network information platform with high security to realize effective marketing in the era of e-commerce. Social enterprises can adopt a price that is in line with interests for profit-making objects and a low selling price for non-profit-making objects. Through different selling prices, they can pursue the maximum unification of social interests and economic interests. Whether it is a commercial enterprise or a social enterprise, in the process of daily operation, one must first define one's own market position, and to define this position, one must be able to examine oneself from a commercial point of view.

3.2 Building Self-Brand

In terms of business motivation, commercial enterprises mainly pursue their own interests, with the goal of maximizing the economic benefits of commercial enterprises. At the present stage, social enterprises must be able to convey an idea to consumers in the daily production and operation process. That is, in the process of purchasing social enterprise products, they can make a contribution to the development of society. Social enterprises can set up double marketing profit channels. Social enterprises should set up marketing channels to meet the needs of different professions and businesses and embody responsible consumption [12]. Resources form positioning barriers to enterprises, i.e. the status of resources owned by enterprises determines the type and market position of enterprises. In quite a few empirical studies, market structure variables have become proxy variables of market forces. Figure 1 shows China's foreign trade price, terms of trade index and export volume index.

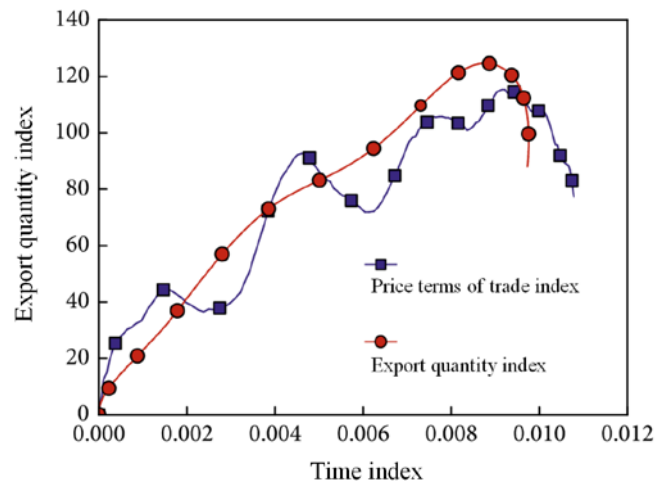


Fig.1 China's Foreign Trade Price Terms of Trade Index and Export Volume Index

In the process of self-positioning, social enterprises must draw a clear line with commercial enterprises, that is to say, in the process of producing and manufacturing products, they should be able to enhance the features of product functions and services. On the mission of enterprises, the mission of commercial enterprises is to solve and realize economic problems through innovative ways of enterprises, while social enterprises need to solve social innovation problems instead of economic problems. As consumers facing social enterprises in the process of operation are vulnerable groups, most of the products they produce are products and services that commercial enterprises will not involve, thus enhancing the particularity of products in the production process of social enterprises.

4. Conclusion

In recent years, China's social economy has achieved rapid development, and social enterprises have made important contributions in the development. However, compared with commercial enterprises, social enterprises still have many deficiencies in marketing strategies and marketing theories are not perfect. Whether it is a social enterprise or a commercial enterprise, the basis for their survival is the best-selling of products and economic activities. Therefore, social enterprises under the new concept need to be developed by leaps and bounds and must have excellent marketing techniques and strategies. In the era of electronic commerce, the marketing environment of industries and enterprises has changed. This change has promoted the innovation of enterprise marketing concepts. The survival of enterprises is based on the best-selling of economic activities and products, while social enterprises not only need to do a good job in marketing, but also need to solve social problems and provide spiritual and material products for social needs. In the era of e-commerce, businesses should pay attention to the changes of various factors, and take effective marketing strategies combined with their own characteristics. In the era of e-commerce, enterprises must abandon the traditional methods in marketing management, re analyze the current marketing environment with innovative thinking and innovate marketing strategies.

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