Research on Social E-commerce Development Mode and Market Prospect

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Abstract: In the Internet age, social e-commerce came into being. Its development has brought convenience to people's lives and promoted the development of social economy. Social e-commerce is a new mode in the development of e-commerce, which not only has the characteristics of e-commerce operation, but also has a broader market prospect. Therefore, it is very necessary to deeply analyze the development mode of social e-commerce. Based on the background of the times, this paper will analyze several development modes of social e-commerce and look forward to its market prospect.

1. Introduction

Social e-commerce refers to the selection and purchase of goods based on the information network background. At present, in the operation of social e-commerce, the interaction between people and commodities is mainly promoted through publicity and drainage on major platforms, so that commodities can get higher exposure, and consumers can choose commodities according to their own needs and preferences. This is a brand-new way of consumption, which is very suitable for fast-paced life. In social e-commerce, consumers increase interactivity, increase customer viscosity in an interactive way, and transform consumer's use evaluation of commodities into promotion and publicity, thus increasing the conversion rate.

2. Development advantages of social E-commerce

Social e-commerce is a network platform with social functions based on e-commerce, which applies interaction such as attention, discussion and sharing to the purchase activities of e-commerce to better complete commodity transactions. Social e-commerce has the following advantages in development:

2.1 Accurate user group analysis

Social networking sites will have different user groups, and in natural traffic, users will integrate into different "groups" according to their own preferences and needs, which can be divided accurately from both the platform perspective and the user perspective. Based on this situation, the social e-commerce platform can accurately divide users' preferences, age, gender and other information, analyze users' preferences with big data, and adopt targeted operation methods to improve the conversion rate.

2.2 Strong interaction

The biggest difference between social e-commerce and traditional e-commerce lies in the strong interactivity of social e-commerce and good interactivity with user groups. The way of social platform has narrowed the distance between merchants and consumers. In the traditional e-commerce development model, there may be conflicts of interests between merchants and consumers, and the trust between them is low, which hinders the completion of transactions to some extent. The way of social e-commerce combined with interaction, based on the commodity transaction itself, strengthens the communication and interaction between merchants and consumers, or between consumers and

commodities, improves the viscosity of consumers, adds a sense of trust in the operation of social e-commerce, and improves the repurchase rate and traffic conversion of commodities [1].

2.3 High commercial value

Social e-commerce has a large user base. These user groups are the most important components in the development of social e-commerce and promote the development of social e-commerce. In the Internet age, people's life style has undergone earth-shaking changes. With the penetration of e-commerce, it has laid the foundation for social e-commerce. In the trading process of goods on the social e-commerce platform, consumers can not only enjoy the same independent purchase link as offline shopping, but also share their own shopping experience and commodity use experience on the social platform. Effective interaction provides a reference basis for "wait-and-see" consumers, virtually improves business value and creates greater profits.

2.4 Low time cost

According to the analysis of e-commerce data, more than half of the online shopping market share is concentrated in Ali Group, and the user groups are relatively concentrated. From the analysis of online shopping customer list data, the share of mobile shopping market accounts for more than 80%. In the development of the industry, it is not difficult to find that consumers will increase the cost of shopping time because of the complicated categories in commodity search. In the development mode of social e-commerce, multiple traffic portals are realized, and different traffic portals will be matched according to users' consumption habits, needs and preferences, so as to realize precise marketing and greatly reduce the time cost of consumers' shopping on the platform [2].

3. Social e-commerce development model

Social e-commerce development mode can be divided into social+ e-commerce, e-commerce+ social, compatibility platform and other modes according to the perspective of subject and object. Under the development of the new era, different models have great development differences. The following will specifically analyze several typical development models of social e-commerce.

3.1 Social+ e-commerce

Social+ e-commerce is a mode in which social platform leads traffic to e-commerce. For example, the community platform has a certain foundation of user groups, and an online communication platform with community communication as the main body and commodity sales as the object is built, and the commodity sales are completed through the communication of social platform. This development model first appeared in pinterest, a social software. The main function of this social software is sharing, which is highly interactive. Different users share their favorite pictures on social platforms, and connect other users in the form of sharing, forming a more accurate user classification. The social platform will cooperate with e-commerce enterprises to attract users by means of social sharing, convert potential users into actual consumer users, expand consumer groups by means of social interaction and realize traffic transformation. At present, such operation mode is relatively mature, and many social e-commerce of this mode have emerged, such as beauty theory, pile sugar, red booklet and other development modes that transform social into e-commerce [3].

Take Red Booklet as an example. In platform sharing, there will be the pertinence of products. Products will be introduced in shared pictures or videos, and product links will be added at the bottom of sharing, which will jump to the e-commerce platform and form the closed loop of social e-commerce with the mode of social+ e-commerce. At present, the commodity conversion rate in social platforms is very high, and the single-day e-commerce conversion rate can reach about 8%, which brings objective commercial value.

3.2 E-commerce + Social Networking

In the development model of e-commerce+ social, the exchange of subject and object has taken place with the above-mentioned social+ e-commerce. In the mode of e-commerce+ socialization, e-commerce is the subject of social e-commerce, while socialization is the object. Simply put, it is an e-commerce platform, which joins the social mode and enhances the communication with users. Based on the platform of e-commerce, the viscosity is increased by social interaction. For example, at present, the development trend of e-commerce platforms such as Taobao, in addition to product evaluation, Taobao has added a social module of "shopping" to the interaction design, which integrates social interaction into the e-commerce platform. In the development of this mode, we can also join the win-win mode of cooperation between e-commerce and community. Under the modern social economy, cooperation can effectively improve efficiency, maximize benefits with their respective advantages, and effectively realize complementary advantages and mutual benefit and win-win through cooperation between the two [4].

3.3 Compatible social E-commerce

Incorporate social platforms into e-commerce elements. Take WeChat Mall as an example. WeChat is a typical social platform with a large number of social user bases. Join the e-commerce section in this social platform, without connection jump and traffic conversion, and realize the conversion within this platform. Tracing back to the integration of QQ Mall, Paipai and other businesses by Tencent e-commerce, it quickly realized the combination with B2C e-commerce model, instead of just operating social platforms, it organically integrated e-commerce and social activities, improved the service of social platforms and improved the functionality of social platforms, thus creating a brand-new open platform for e-commerce, driving the development of the project team and changing the development strategy of enterprises. Coincidentally, in the development of foreign countries, it is also based on social platforms and compatible with e-commerce businesses. For example, twitter, an American social network, has also adopted a similar development model to attract the audience of businesses and users. In this development model, we should design different e-commerce operation schemes and publicity schemes according to different user groups, properties and types of social platforms, and make full use of the data of social platforms to enhance the value.

4. Market prospect of social E-commerce

4.1 Payment method promotes the development of social E-commerce

In the era of Internet, mobile payment has become the main way of life payment, which has great convenience and security. This kind of payment method and payment environment promotes the development of social e-commerce, enhances commercial value and has a good market prospect. At the early stage of the development of e-commerce mode, online mobile payment was not fully popularized, and there was an increased security risk, which also discouraged many consumers. With the continuous improvement of information technology and the emergence of mobile payment methods, the development of community e-commerce has been promoted. Consumers' doubts about the security of mobile payment have decreased, and consumers can choose more payment methods, including credit cards, bank cards, and personal payment and so on. At present, the number of users of mobile clients is increasing continuously, and the utilization rate of mobile payment is also greatly increasing. From the perspective of the development of community e-commerce, the emergence and popularization of mobile payment will certainly promote the development of community e-commerce [5].

4.2 Internet consumption awareness promotes the development of social E-commerce

Under the background of the Internet, people's consumption consciousness, consumption habits, lifestyle and other factors have promoted the purchase demand of social e-commerce, and then promoted the development of social e-commerce. For example, social e-commerce platforms such as

Dewu, Red Booklet, Pinduoduo, JD.COM, Taobao, Suning.cn and Jumeiyoupin are gradually recognized by consumers, and more users will choose social e-commerce platforms for shopping and are willing to share their shopping experiences. Traditional e-commerce platform or social platform can no longer meet the current people's living needs, so the rapid development of community e-commerce is an inevitable trend under the awareness of Internet consumption. In addition, in the development process of social e-commerce, a relatively stable user group has gradually accumulated, and commodity pushers have emerged, which is also the key for natural traffic users to "plant grass" for commodities. In the trend of development, the interaction between products and users has increased the customer's viscosity, and then the brand effect has appeared. Based on this development environment, the social e-commerce platform will surely flourish and promote the social and economic development.

4.3 The O2O model promotes the development of social e-commerce

The concept of O2O originated in the United States, which is the abbreviation of Online To Offline, that is, online and offline. It uses the Internet as the platform for online communication and drainage, and takes business opportunities as the offline basis. In the stage of O2O3.0, there began to be obvious division, subdivision of fields, solving the problems existing in the previous model, and covering the whole industry with online to offline. This also provides opportunities for the development of social e-commerce. To a certain extent, social e-commerce embodies the operating characteristics of online to offline, and strengthens e-commerce operation by means of social conversion rate. Combined with online to offline's analysis, it breaks the traditional market economy model and trading model, reduces the restrictions on commodity sales due to time and space, and constantly expands the ways and means of sales under the development of the times [6]. In the operation of traditional e-commerce, it is difficult for users to have a sense of trust because of the virtual operation without physical objects online. In order to solve this problem, at that time, the platform launched a service that had no reason to return goods within a certain period of time, which enhanced the trust of users in the platform. Based on online to offline, social e-commerce completed the process of drainage-conversion-consumption-evaluation-retention, improved the customer viscosity and trust of users to the social e-commerce platform, formed a closed loop of social e-commerce, and promoted the development of social e-commerce in the new era.

5. Conclusions

To sum up, social e-commerce is the product of the times. To a certain extent, it meets people's needs for life and provides convenience for people. At the same time, it has promoted the development of social economy, and solved some social employment problems. Social e-commerce should optimize its development mode, seize development opportunities, and promote its own development by combining mobile payment and information technology.

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