

Exploring E-commerce Marketing and Application in the Background of Mobile Internet

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Abstract: Under the background of the development of mobile Internet, the traditional retail industry is challenged and impacted. However, the development of e-commerce in our country is also facing the situation that security, thinking, marketing methods, promotion means are not connected with the mobile Internet environment. The author has carried on the research and the discussion to this. Summarize the shortcomings of mobile e-commerce, and propose an effective strategy to further develop mobile e-commerce. The results show that the commercial consumption model of e-commerce continues to develop due to the innovation of mobile network technology. It can be said that the mobile Internet has injected new vitality into China's development and will further change the way of development.

1. Introduction

With the development of China's economy and the progress of society, China's mobile Internet technology and wireless network have also developed rapidly, and mobile application software has been continuously improved [1]. People use it more and more frequently, and mobile e-commerce has brought great convenience to people's study and life [2]. Coupled with the comprehensive popularity of mobile Internet technology, e-commerce technology has been popularized in many rural areas [3]. In the information age, product sales channels have changed, traditional products have many circulation links, circulation costs are very high, and product quality is not guaranteed [4]. As an important combination of information technology and the Internet, e-commerce is of great significance to the innovation of modern consumer behavior patterns, the establishment of supply mechanisms and the construction of integrated marketing systems [5]. In recent years, the mobile Internet has maintained a high-speed development trend, and accelerated penetration into various fields of economy and society, driving e-commerce from traditional PC terminal to mobile terminal to accelerate the transfer [6]. E-commerce can realize consumers' online shopping, online transactions between suppliers and sellers, online payment and other functions. Therefore, the potential of commodity marketing driven by mobile Internet consumer market is huge [7]. However, as a new thing, mobile e-commerce has not appeared for a long time, and there are still many shortcomings, which need to be improved urgently.

Current policies have created favorable conditions for the development of rural economy in China. With the promotion of information technology, almost everyone has a smart phone, and a wide range of applications are emerging. Information and communication equipment has become a necessity of people's life [8]. It is difficult for producers to control the dynamics of product market and to arrange production activities scientifically. The emergence of product e-commerce has changed this situation. On the one hand, it has provided a broad market for the sale of products, on the other hand, it has also brought consumers more convenient ways of consumption, enabling consumers to obtain higher quality products [9]. The development of mobile terminal e-commerce has promoted the transformation of e-commerce industry from circulation-oriented e-commerce to supply-chain e-commerce. With the increase of the Internet applicable population, electronic online payment methods such as bank cards and Alipay are widely accepted [10]. The data shows that the scale of China's mobile e-commerce market transaction in 2015 is expected to exceed 104.6 billion yuan, and the penetration rate of mobile terminals has exceeded 40%. From the perspective of growth rate, the annual compound growth rate of China's mobile e-commerce from 2011 to 2014

exceeded 300%, which is six times the growth rate of China's overall online retail sales in the same period. From the perspective of the overall number of Internet users in China, the proportion of rural netizens is very small.

2. Methodology

Under the background of the ever-changing technology level, the mobile terminal devices represented by smart phones have been widely popularized. More and more people use mobile phones to break through the limitations of time and space and make shopping more convenient. In order to better adapt to the e-commerce market in the network era, the customer-centered big data information search platform is supported, and China's e-commerce enterprises must establish a more complete flat integrated supply chain model. In order to promote the multi-channel integrated marketing of the new media platform, the network of e-commerce enterprises can be accurately promoted. Mobile Internet marketing combines traditional business with the Internet, and plays the role of the front-end of the Internet platform. Consumers can pay online (or book) offline goods and services online, and then enjoy the service. With its convenient and fast service characteristics, e-commerce has become a new way of life and shopping. Consumers can successfully select goods and pick up goods on APP. The platform is dedicated to providing consumers with the best experience by gathering the most comprehensive information of the merchants. It is a typical "online shopping, offline distribution to home" service mode. The enormous development potential of e-commerce market is an important reason to stimulate the vigorous development of e-commerce. However, the immaturity of e-commerce market system and the lack of marketing professionalism of commercial enterprises directly lead e-commerce enterprises into a strange circle of homogeneous and large-scale marketing.

In fact, not all enterprises are suitable to use a fixed channel to disseminate information. The use of friends circle and Wechat public platform to disseminate marketing information is more suitable for reputation-based enterprises, such as Table 1.

Table 1 Analysis Table of Internet Communication Channels

Marketing mode	Advantage	Shortcoming
Drifting bottle	Easy to operate and interesting	Weak pertinence, limited number of times per day for users to check drifting bottles
Location signature	Effective Attraction to Nearby Customers	Small coverage
QR code	Attract users who are interested in products and induce them to consume	Should be actively scanned by the user

With the rapid development of electronic technology, the usage rate of smart phones has shown an explosive growth trend. More and more consumers begin to use smart phones to surf the Internet. Figure 1 is a comparison of the number of Internet users using mobile phones and the number of Internet names using computers.

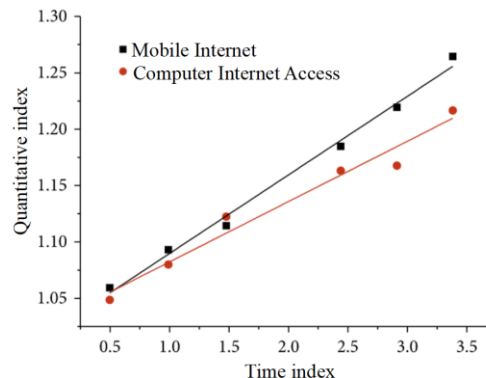


Fig.1. A comparison of the number of Internet users using mobile phones and computers

With the change and development of information technology, the big data information platform based on search engine has become an important social productivity in the Internet era. Timely online interaction can maximize consumer personality needs. Because of the "information asymmetry" of traditional face-to-face consumption, consumers will bear more risks of discrepancies between goods and values. In the process of mobile Internet marketing, consumers can put forward their needs or customize their services in time to avoid the risk of losing money. E-commerce is not only reflected in the relationship between suppliers and consumers, but also in the relationship between enterprises. Compared with traditional consumption patterns, consumer demand, consumption psychology and consumption behavior patterns have also undergone tremendous changes. Mobile e-commerce is based on the development of traditional e-commerce, and its practicality and feasibility are stronger. The terrain environment in rural areas is more complicated and has greater operational difficulty, which is not conducive to network grafting and broadband access. The proportion of netizens using mobile phones to access the Internet has increased from 90.1% in 2015 to 95.1% in December 2016, an increase of 5 percentage points. The proportion of mobile Internet users on the Internet has shown a rising trend on the basis of high base. Therefore, because the proportion of Internet users in China using mobile phones is increasing, the promotion of mobile e-commerce has been rapidly developed.

The transaction mode of mobile e-commerce is mainly to closely link physical stores with the Internet. This innovative consumption mode is mainly online supply and offline consumption. Figure 2 shows the survey results of the size and Internet penetration rate of Chinese netizens in recent years.

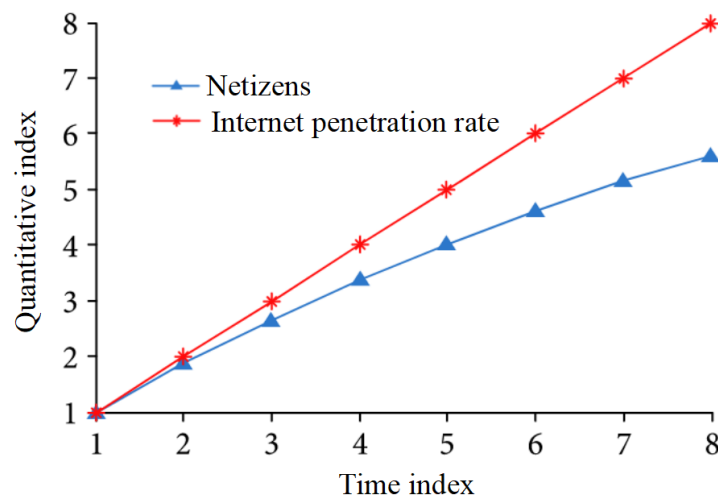


Fig.2. Scale of Chinese Netizens and Internet Pervasion Rate

3. Result Analysis and Discussion

E-commerce has become an important business model that is closely related to people's lives. E-commerce refers to the use of browsers and servers in the open environment of the Internet, where traders and consumers do not need to meet to complete business activities. Suitable for commercial trade around the world. Since 2012, China's e-commerce platform has shown a spurt of growth, and many traditional enterprises will develop e-commerce as an effective way to upgrade and transform enterprises. Insufficient network infrastructure has made it difficult for traditional e-commerce activities to proceed smoothly, which has affected the sales of products. Although traditional e-commerce has many advantages and made great contributions to the economic development of rural areas in China, its shortcomings are obvious compared with mobile e-commerce. It is precisely this reason that restricts the development of computers in rural areas. However, affected by the current social development situation, rural residents have increasingly strong demand for information technology. However, it can not be ignored that there are also a series of uncertain factors in the development of mobile e-commerce industry, such as immature business model and uncertain industrial prospects, which affect the development of mobile

e-commerce industry. With the development of mobile e-commerce, the application scope of mobile e-commerce is expanding, which is not limited to the unique situation of Jingdong and Taobao.

In recent years, the development trend of mobile e-commerce has become increasingly obvious, the market share of mobile e-commerce has been rising, the influence on people's lives has been increasing, and the user group has also shown a geometric multiple growth. Consumers have not only focused on the practical value of commodities, but also on the expression of self-personalized needs and identity. They also tend to be interactive and participatory in the channels of communication and acceptance. For most farmers, it is impossible to carry out e-commerce sales activities in front of computers for a long time. Under this rare historical opportunity, the mobile Internet came into being, and it was popularized in rural areas. In addition, the downward adjustment of mobile tariffs made this communication mode show a high development momentum in rural areas. It is embodied in the widespread application of intelligent mobile phones by new generation farmers. Mobile e-commerce combines mobile networks, Internet technologies, and other information technologies to enable people to engage in a variety of business activities, such as finance and e-commerce, whenever and wherever they are. Nowadays, more rural mobile users have begun to use mobile phones for online shopping, thus expanding the application scope of mobile Internet in rural areas, and thus creating basic conditions for e-commerce in the rural market.

4. Conclusion

In the context of mobile e-commerce, in order to achieve the innovation of commercial consumption mode, it is necessary to have a reliable and secure mobile e-commerce environment, so it is inseparable from an effective security management strategy. However, the development of mobile e-commerce in the vast rural areas is very slow. Under this circumstance, it is hoped that the government and related enterprises will support from many aspects, help to develop the huge potential of the rural logistics market, and use the reform of related systems to improve logistics. Competitive advantage in the market. Under the influence of mobile e-commerce, farmers can more easily collect and publish agricultural product sales information, and transmit information to more consumers, so as to carry out agricultural product sales activities more efficiently. Therefore, China's e-commerce enterprises still have a lot of room for improvement in precision marketing. Only by using data mining technology to deeply analyze customer needs can we truly realize the innovative development of e-commerce enterprise marketing system. However, if only relying on a single technology is slightly thin in the process of prevention, this requires the combination of technology and management to govern the environment of mobile e-commerce. Only in this way can a security system be formed. Mobile commerce marketing has become the basis for the survival and development of e-commerce.

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