

Dynamics, Blockages and Relief of Social E-commerce

-- Taking J University as an example

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Abstract: Social e-commerce, as an emerging e-commerce method, integrates the advantages of mobile networks, social networks and e-commerce, opening up a new space for the development of network economy. Starting from the traditional mode of social e-commerce, this paper takes WeChat takeaway group social e-commerce under the specific region of Shenzhen Campus of Jinan University as a case for specific analysis, with the intention of examining and structurally analysing the status quo of this kind of social e-commerce, and describing its phenomenon while dissecting its essence and abstracting its commonalities. The results of the study show that the development of social e-commerce is still facing many difficulties and challenges, and for the existing problems such as vague market positioning, poor customer experience, and service system with perfection, social e-commerce should be centred on the user, take the service as the cog, and take the advantages as the fulcrum, rely on technological innovation to drive the improvement of the user experience, create a diversified development of social e-commerce, and constantly improve the new mode of social e-commerce in order to meet the consumer's fundamental demand for product value.

Keywords: Social e-commerce; operation mode; college students; takeaway group.

1. Introduction

With the disappearance of demographic dividend and the sinking of retail channels, the traditional e-commerce model is encountering a traffic bottleneck. It has become a common problem for traditional e-commerce companies to open new traffic windows and create new ways to attract traffic. As a new economic form with "social network" as the main traffic entrance, social commerce is leading the change and innovation of e-commerce model. Social e-commerce refers to the use of social interaction, content self-production and other means, based on the user's interpersonal network, with the help of microblogging, wechat and other online social platforms to disseminate and share the content of the goods, to guide the user to the purchase of the goods or the behaviour of consumption (Jia Xiaokui, , 2017)[5], and the effective integration of social media and traditional e-commerce is achieved based on user trust (Wang Xingbiao et al., 2021) [8]. Its marketing model of assisting the sale of goods by spreading on social media (Wang Hongchun et al., 2021)[7], is highly personalised and interactive, relying on the special form of social relationships to prompt interaction between users and merchants, thus improving the user's shopping experience (Marsden, 2010)[1]. Social e-commerce with its own social relationship chain can not only alleviate the trust problem of traditional e-commerce (Zhang Qiongwen,et al., 2017)[11], but also bring new opportunities to the field of e-commerce.

Social e-commerce has developed rapidly in the past five years, and the consumption brought by it has climbed.2018 China Social E-commerce Industry Development Report released by the 17th China Internet Conference in 2018 shows that social e-commerce, as a new e-commerce model that has rapidly developed based on social mobile social networking, has developed at a high speed for five consecutive years since its emergence in 2013.2021 In October 2021, the National Development and Reform Commission (NDRC), Ministry of

Commerce (MOFCOM), and the Central Internet Information Office (CIINO) jointly issued the "14th Five-Year Plan for E-Commerce Development", which puts forward the following: "Give full play to the leading role of e-commerce in the reconstruction of the value chain, and encourage e-commerce enterprises to tap into the needs of users, and promote healthy development of new industries such as social e-commerce, live broadcasting, content e-commerce and fresh E-commerce and other new forms of healthy development", to provide legal support and practical protection for the development of social e-commerce.

The article takes J University as the research object to explore the blockage in the development of social e-commerce, as well as the impetus to move forward and the first exploration of the road to relieve the practice.

2. Current Status of Research

CiteSpace is capable of visualising and analysing the literature, quickly identifying the most critical and core information in a certain discipline, clarifying its development history, and presenting the hotspots, frontiers and development trends of the research in the discipline. With the help of CiteSpace software, the author uses the visualisation function of keyword co-occurrence to present the current situation and hot topics of language service research in the form of knowledge map, and to grasp the frontier of development of the discipline. The author chooses Web of Science (WOS) and China Knowledge Network (CNKI) as the data sources, and takes "e-commerce" as the search topic. Figure 1 shows the CNKI keyword co-occurrence knowledge graph, where each node represents a keyword, and the size of the node indicates the frequency of the keyword. The high-frequency keywords in CNKI include "social e-commerce", "cross-border e-commerce", "willingness to buy", "Internet", etc., which reflect that social e-commerce is a hot research topic and has certain research value.

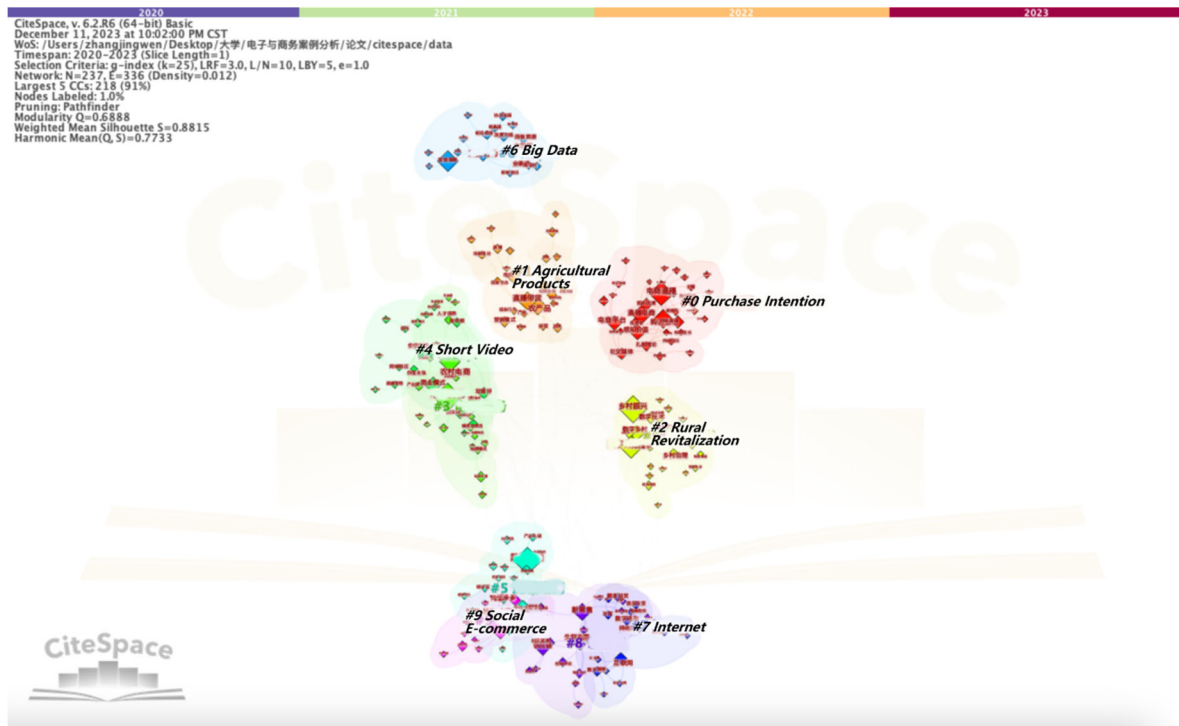


Figure 1. CNKI keyword co-occurrence knowledge map

3. Social E-commerce Operating Models and Dynamics

3.1. Traditional Model

In order to explore the operation mode of social e-commerce, the article summarises the operation mode of traditional social e-commerce by reviewing relevant data and understanding relevant information (see Figure 2). As can be seen in the figure, there are three main bodies in the process of social e-commerce: consumers, e-commerce companies

and social networks, which complete the operation through interaction, i.e. e-commerce companies provide consumers with high-quality services and experiences to meet the consumers' personalised needs; consumers get the corresponding services and share the relevant information on social networks for feedback, which generates buzzing marketing and prompts more potential consumers to make further purchases; social networks provide business value through traffic conversion; and social networks provide business value through traffic conversion. The social network provides the business value needed by the e-commerce company through traffic conversion.

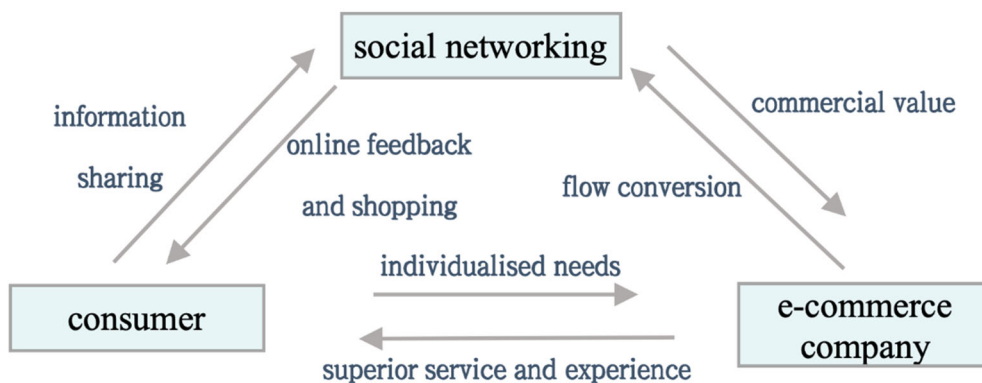


Figure 2. Diagram of the traditional operation model of social e-commerce

3.2. Realistic Model--The Example of The J University Takeaway Group

As mentioned above, traditional social e-commerce presents the characteristics of regionalisation, localisation and niche (Lu Yixing, 2022) [6], so for the convenience of the study, the author takes the takeaway group of Jinan University's Shenzhen Campus as an example, with the

intention of discussing the operation mode of social e-commerce in the region's environment (see Fig. 3), the real problems and the paths of improvement. As can be seen in the figure, the social e-commerce operators in the region first set up a single operation team or jointly launch a small programme with multiple merchants, and carry out online and offline dual parallel publicity through the establishment of group chats. Among them, offline merchants invite some

members to publicise the QR code of WeChat groups at places where consumers gather; online, they encourage active groups to publicise in their circle of friends or publish invitations to join the group or share in the community to attract more potential users to join the group. In the transaction stage, the merchants publish information about the products in the group, and at a specific time to carry out the

necessary interactions and give certain concessions to solicit customers, while the user first WeChat group solitary order, in the form of WeChat red packets for transactions, after the use of the release of the relevant feedback. Through the cycle of the above transaction process, merchants gradually cultivate a fixed customer base and attract more users.

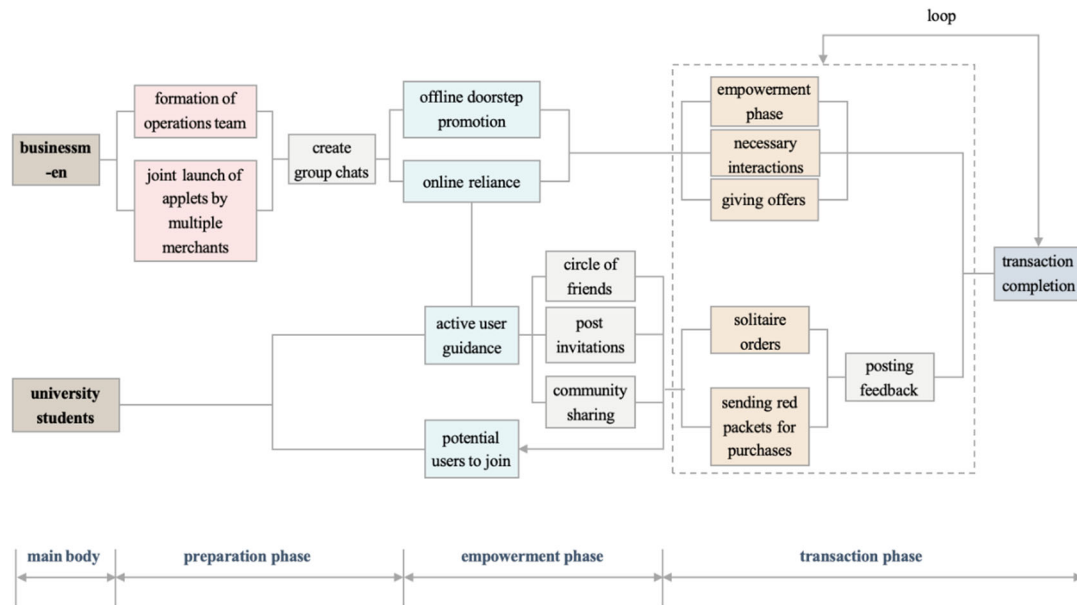


Figure 3. Diagram of social e-commerce operation mode - taking Jinan University Shenzhen Campus as an example

3.3. Questionnaire Research and Reality Blocking

In order to explore the development status quo of social e-commerce of the takeaway group category in Jinan University Shenzhen Campus, and also to demonstrate the operation mode of social e-commerce, the author collected the sample data by questionnaire research during the period of 9 December 2023 to 11 December 2023, and the obtained questionnaire results and theories to achieve mutual evidence, explanation and supplementary explanation.

The questionnaire is divided into three parts, the first part is the sample background information statistics, including gender, education level and current grade; the second part is the current situation and satisfaction survey of social e-commerce, through the investigation of the respondents' self-perception and practice perception to understand the existence and impact of social e-commerce in the student group of the university, and through the open-ended research to collect the respondents' suggestions and opinions. The topics of the second part are as follows:

Table 1. Questionnaire design and statistics

Question	Option	Percentage
Do you often use takeaway groups to order takeaway?	Always	20.23
	Often	26.79
	Generally	29.01
	Occasionally	13.60
	Basically Never	10.37
Satisfaction with the current takeaway group	Particularly Satisfied	7.98
	More Satisfied	23.44
	Fair	38.06
	Less Satisfied	19.33
	Particularly Unsatisfied	11.19
What do you think supports your choice of takeaway group(MULTIPLE CHOICE)	Great Price	52.10
	Convenient	41.83
	Good Food	22.02
	Nice Owners	3.03
What do you think are the reasons that prevent you from choosing a takeaway group (MULTIPLE CHOICE)	Poor Service	41.10
	Hygiene Concerns	19.87
	Poor Taste	12.01
	Mismatched Delivery Times	56.43

As can be seen from the above data, about 76% of college students have the habit of ordering takeout frequently using takeout groups, and nearly 70% of them have a neutral or above attitude towards the current operation of takeout groups, which shows that college students in this university rely more on social e-commerce in their daily life, and it also implies that they will have more opinions on the development of social e-commerce for improvement.

When looking for ways to choose and reject takeaway group e-commerce, "price" and "service" accounted for the largest share of the assessment, which indicates that college students are mostly price-sensitive users, expecting more cost-effective products and more perfect pre-sale and after-sale services.

Table 2. Comprehensive evaluation

Question	Total Score (10 points)	Average Score
What you think about social e-commerce like takeout groups	687.57	5.59

At the end of the questionnaire, through a scale of 1-10 (mild-severe), the respondents rated the satisfaction of the services provided by the social e-commerce companies in the takeaway group category to the respondents, with a mean score of 5.59. For most college students, social e-commerce can satisfy their basic needs and tend to use it as an information channel for their daily dietary decisions, but many problems still occur.

Through the above questionnaire and research, it is concluded that social e-commerce currently adopts the sales strategy of thin profit and high sales, and some of them have high cost performance, but some of them have poor products, the quality cannot be guaranteed, and they are facing the problems of insufficient staffing, non-standard process, incomplete rules and regulations, untimely response, unstable service quality, inopportune delivery, and a single type of goods, etc. Therefore, it is extremely important for the latter to summarise the improvement path of social e-commerce through the case study. The improvement path of e-commerce is extremely important.

4. Pathways to Relief

Social e-commerce as an emerging e-commerce model is still in the primary stage, and faces many difficulties and challenges in the process of development, such as mixed product quality, lack of supervision, no guarantee of after-sales service, profit-making and traffic monotonous, and integrity system has not yet been established. With the development of mobile Internet, artificial intelligence, big data, cloud computing and other high-tech technologies, as well as the personalisation and diversification of user needs in the context of upgrading consumption patterns, the mode of mobile e-commerce continues to evolve and innovate. Social e-commerce should fully integrate the huge social traffic and rich e-commerce resources to provide consumers with more comprehensive services and differentiated experiences. Based on the results of the questionnaire provided for the case and the relevant data collection and analysis findings, the following recommendations are made:

4.1. Tailor-made: mastering stratified user characteristics

According to the case, it can be analysed that there are differences in the target groups of different takeaway groups. In the face of the huge scope and large population of the market, social e-commerce companies should clearly define their own target markets and specific market entry methods, and they should start from the shallow to the deep to dig into the user's consumption needs, and carry out "layering" of the market users, and even tap the huge potential and existing dividends (the existing dividends) of the sinking market. It can even tap the huge potential and existing dividends of the sinking market (Cheng Tao et al., 2023)[2] to promote the transformation and upgrading of the current social e-commerce. For example, in the face of young groups, social e-commerce can establish linkages with animation, painting, music and other fields to fit the interests of young groups and promote and innovate other product forms; in the face of middle-aged and old-aged groups, it can launch products with high practical value, easy to use, and collectible value. In order to understand the specific characteristics of different user groups, we can use field trips, visits and other means to understand the logistics facilities, e-commerce development, cultural characteristics of the target market, from demographic characteristics, behavioural characteristics and psychological characteristics of the user consumption needs from shallow to deep, focusing on connecting with the target user's social circle, the use of social networks to establish further contact with the user, to grasp the user's visible and invisible characteristics, in order to enhance the user's confidence in the product, and to enhance the user's interest in the product. Invisible characteristics, in order to enhance the user's trust in the platform or goods. Familiarise yourself with the way of entry, understand the real needs of customers and analyse their potential needs, especially small and medium-sized enterprises (SMEs) should choose a precise industry segment and a customer group with obvious labels, do lean production, precise management and refined services, and achieve the purpose of promoting users' social-consumption conversion by providing community boundary integration supply (Xie Julan et al., 2020)[10].

4.2. Perfect Which is Already Outstanding: Improve The Service Process System

First, social e-commerce needs to maintain a good and stable relationship with upstream and downstream partners, pay more attention to lean management, start from personalised products, invest resources to build the upstream supply chain system and the downstream matching system, with which to form a long-term partnership to improve the efficiency of the whole system. Secondly, we should cultivate the supervision mechanism, social e-commerce should be as an emerging product, compared to traditional e-commerce, but also comes with a kind of social relationship chain, based on the conditions of trust between users and e-commerce enterprises, therefore, social e-commerce should pay more attention to the risk of supervision and management, timely development and adjustment of marketing strategies and rules, strengthen the supervision and management of product quality, improve after-sales service, optimise the social interaction links, and continue to improve the customer experience to provide customers with products and services

that satisfy customers, and promote the healthy and sustainable development of social e-commerce. Thirdly, it is necessary to strengthen the training of relevant personnel, share enterprise product information, safeguard the safety of distribution and materials, improve the response speed, guarantee the transparency and reliability of the service process, and appropriately adjust the staffing so as to effectively meet the needs of users at any time.

4.3. Raise The Long and Avoid the Short: Taking Advantage of Social E-Commerce

Social e-commerce should give full play to its own technological advantages, should develop interactive e-commerce products, and ensure that e-commerce enterprises achieve maximum profitability by means of mobile and socialisation (Hou Chunlai, 2017)[3]. On the one hand, the use of big data, cloud computing and other algorithmic technologies to analyze consumers' personal attributes and information such as product browsing records, purchase intentions and purchase behavior on various platforms, thus forming a "portrait" of consumer demand, which is used to personalize recommendations and information display to consumers in accordance with the image of the portrait, and to promote consumers to purchase products through the use of social networks through the trust and sharing mechanism of social networks. The trust and sharing mechanism of social networks promotes consumers to complete payment through the online trading platform, and promotes the closed loop and cycle of transactions. On the other hand, in addition to the traditional e-commerce purpose, social e-commerce should grasp the social element, incentivise the real and potential users to actively share in the community, through online feedback and word-of-mouth marketing, to strengthen the social e-commerce model again, to form the community economy, fan economy, to create a supportive atmosphere that encourages consumers to perceive trust (Huang Sihao et al., 2020)[4]. On the other hand, social e-commerce should be digitally empowered through technological optimisation and innovation (e.g., the use of WeChat embedded applets in the case study) to continuously improve payment security, protect consumer privacy and security and consumer experience, and build core competitiveness by using its large user scale and high stickiness (Wu Juhua et al., 2014)[9].

5. Concluding

This article has a novel perspective, combining detailed theoretical background and solid real-world research, taking the social e-commerce of the internal and external seller group of Jinan University's Shenzhen campus as a case study, researching the current development status and problems faced by social e-commerce, and carrying out a certain path of exploration, which has a certain theoretical and applied value.

However, it can be found that the current domestic social e-commerce native traffic is less, mostly relying on external inflow, and the inflow entrance is relatively single. Social e-commerce in the future should be user-centred, service-oriented gear, with the advantage of the fulcrum will develop mobile social e-commerce enterprises should explore mobile social e-commerce and new technologies to create diversified traffic entrances, and constantly pry the incremental market of e-commerce accurately and efficiently through the social way, seek a higher reach rate, better publicity and marketing effect of the traffic medium, get rid of the unitary profit model, and create a We will get rid of the monotonous profit model, create a healthy and sustainable profit model, and constantly seek a new way for the development of mobile social e-commerce.

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