

Improve the O2O Platform, and Create a Humanized E-commerce Marketing Model

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Abstract

The COVID-19 epidemic since the end of 2019 has disrupted the original pace of production and life in China. Due to its rapid transmission speed and wide infection range, offline production and sales have been completely suspended. Internet E-commerce in this special period, has played a vital role. While promoting business models to digitalization with COVID-19, it also poses a big challenge to the development of Internet E-commerce platforms. Through comparative analysis, field investigation, document analysis and other methods, this paper believes that China's E-commerce platforms have insufficient supply, lack of humanization, and weak trading experience during the COVID-19 period, and puts forward questions and suggestions on the future operation mode of E-commerce platforms.

Keywords

COVID-19; E-commerce Marketing.

1. Overview of E-commerce Platform

E-commerce platform, the full name of E-commerce platform. In the form of online, individuals and enterprises can provide space for transaction and negotiation. Compared with traditional business platforms, E-commerce platforms have the advantage of not being limited by time and space, and can effectively integrate information flow, goods flow and capital flow, forming low-cost and efficient business transaction cooperation.

At the same time, the E-commerce platform expands another way- Internet marketing, allowing users to understand, recognize or buy corporate products, and to help small and medium-sized enterprises and even individuals start their own businesses. Individuals or enterprises can independently market an Internet mall, to achieve high profits at a low cost. E-commerce platforms also help users who already have electricity platforms in the same industry to provide more professional E-commerce platform service solutions.

E-commerce platforms play an important role in China's economy and industrial structure transformation. How to ensure the smooth operation of the economy during major emergencies, prevent and defuse financial risks, and help micro, small and medium-sized enterprises to rescue, Has has been the Chinese government attaches great importance to, whether it was SARS in 2003, pneumonia, Or was Ebola in 2014, Or the COVID-19 outbreak in late 2019, Countries are highly concerned about the solution of such problems, A series of tax, guarantee and other relief policies have been introduced to actively respond to major public emergencies. In recent years, the data as a new structure economic analysis of a new production factors endowment, plays an increasingly important role in the process of industrial upgrading, especially in platform economy and digital economy as the characteristics of "super models" industry development especially 2, including the rise of electricity platform W. During major emergencies, electricity platform is in promoting economic development, optimize social resource allocation, support micro, small and medium enterprises has played an important role in the crisis.[4]

2. The O2O Mode is Different from the Traditional B2C Mode

Both O2O and B2C are forms of service, but O2O focuses more on service consumption, such as catering, entertainment, leisure, health, fitness, rental and sale and other businesses, while B2C focuses more on the purchase of physical goods. O2O consumers mainly to obtain services, passenger flow occupies the dominant position, B2C consumers waiting for goods, high logistics requirements.

O2O mode, simply put, is "online soliciting and offline consumption", relies on online promotion to drive offline transactions and increase the participation of merchants and user experience. It is characterized by only information flow and capital flow online, while logistics and business flow offline.

B2C is the activity mode that enterprises provide consumers with a virtual online shopping environment through the Internet. --Online store, consumers complete shopping and payment through the Internet, and obtain products or services through the logistics distribution system. The biggest feature of B2C model is that the transactions of goods or services are carried out entirely through the network. From online selection of goods, online payment and logistics distribution, and after-sales service, they are all completed through the network, and there are no face-to-face transactions between enterprises and consumers.

B2C mode consists of three basic parts: online mall for online shopping places; logistics distribution system responsible for distribution of purchased goods; responsible for customer identification and payment and settlement system.

B2C model, from the customer object analysis, its customer object is the Internet consumers, namely individuals; from the merchant level, B2C model enterprises and merchants can be partnerships or competitors.

O2O model, from the customer object, covers all B2B and B2C model customers, namely enterprises and individuals; from the merchant level, O2O model operators and merchants are always cooperative or will be cooperative relationship, almost no competition.

3. Application of the O 2 O Model in COVID-19

The COVID-19 pandemic in 2020 has accelerated the transformation of commercial O2O and the restructuring of consumer experience. In the epidemic era, O2O transformation has gradually reached a certain consensus in various industries, that is, the construction of channel marketing model is urgent. Health, entertainment and entertainment will develop greatly, businesses are bound to pay more attention to the immediate needs of consumers. Therefore, taking the O2O transformation practice of Wanda Plaza as an example, the perspective of "people-goods-field" and industry ecological digitalization gives a specific transformation mode and path with certain reference value. [1]

Fresh e-commerce platform is an important application of O2O mode. At present, China's fresh O2O industry customer acquisition ability is gradually improving, user consumption habits are in the rapid training stage, but it is worth noting that China's fresh O2O customer unit price is low, most of the platform customer unit price has not reached the profit balance point. Although in the process of rapid expansion of fresh O2O, fresh O2O industry scale capacity is increasing, but the scale effect remains to be improved, in general, the current fresh O2O industry profitability is weak, more accurate, according to the main fresh O2O platform released business data show that the current fresh O2O industry operating benefit is poor, the industry as a whole is in a loss.

The main reasons for the industry loss are as follows: 1) The cost of fresh O2O platform is high, On the one hand, the cold chain storage cost is high, On the other hand, fresh products also face a high cargo loss rate, This will further increase the cost of the fresh O2O platform, Lead in low

gross margin of the industry; 2) Fresh food has the characteristics of high frequency and low customer order, Consumers are more sensitive to prices, Lead to distribution costs, profit and price competitiveness are difficult to balance; 3) High difficulty of quality control in the fresh industry, Commodity quality is difficult to maintain at a stable level, Unless there is a strong level of control over the supplier, Otherwise, the quality control problem is serious, High customer complaint, after-sales rate, Make the already is low gross margin model cost increase. Catering is an important place for the use of O2O mode."Group buying", as a new business model, during the epidemic period, Meituan APP seized this time, launched "MeituanBB 1" and "Meituan Flash" and other businesses.While maintaining its B2C business model, it moved to the O2O field.Through continuous optimization and integration of resources, including the existing online marketing, production and operation of digital, aggregation payment, food supply chain and financial services solutions, etc., to sell the whole supply chain information flow, logistics, capital flow, business flow and value flow for effective planning and control, form a competitive strategic alliance.

At the same time, Meituan makes full use of its own advantages and seize the opportunity.Based on the general plan of the national "new infrastructure" development, it quickly implements the integration strategy, integrates all closely related business activities into the enterprise system, and creates a new supply chain ecosystem for common development.It not only increases online sales, but enables businesses in the local life field to obtain customers and income, but also provides derivative services through supply chain management.For example, cooperate with Fast donkey business and Restaurant Management System (RMS), featuring B-end food material supply chain, to provide "one-stop" solutions for catering raw material procurement and operation; provide financial services with Meituan business loan and meituan payment; cooperate with steamed bread recruitment and Meituan University, to provide personnel recruitment services for merchants.At the same time, Meituan attaches great importance to its social responsibilities and gives full play to its capital advantages.Meituan announced to provide 350 million yuan of special support funds for merchants and small and micro loans of preferential interest rate, so as to relieve the pressure on small and medium-sized merchants and achieve a smooth transition.This measure brings it high quality brand public welfare image, conducive to the sustainable development of the enterprise.[2]

4. Conclusion

At present, the epidemic is still not over.In the face of changing forms at any time, the construction of online O2O platform is particularly important for large-scale service-oriented entertainment, leisure and catering enterprises.This paper believes that in the construction of O2O platform, we should pay attention to the basic concept of people-oriented, and at the same time, we use their own advantages to organically combine offline capital flow with management chain and online service platform, to achieve the purpose of two-way win-win.

The upgrade of the mobile Internet provides a new development opportunity for high-end enterprises facing the impact of the epidemic.However, when the COVID-19 pandemic has become a difficult problem in the world, high-end industries need to formulate and implement appropriate O2O marketing models based on the characteristics of mobile Internet.In addition, the information spread by enterprises using Internet technology is gradually "ubiquitous" in breadth and gradually "immersive" in depth. However, there is a contradiction between accurately matching consumer demand and infringing on their privacy space in marketing. Therefore, enterprises need to face up to the invasion of commercial information on public and personal space.Market crises and opportunities are always unexpected. Only when marketing strategies are updated and matched is it possible to achieve the "evergreen foundation" of enterprises in the post-epidemic era.[3]

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