

# The Problems and Thinking behind the Frequent E-commerce Marketing Festivals

## -- Taking Jingdong 618 Marketing Festival as an Example

Wenhao Zhao<sup>1, a</sup>, Ying Wang<sup>1</sup>, Fan Zhang<sup>1</sup>, Yingchun Gu<sup>1</sup>, Zejiang Zhou<sup>2, b, \*</sup>

<sup>1</sup>School of Business Administration, Anhui University of Finance and Economics, Bengbu, Anhui, China

<sup>2</sup>School of Economics, Anhui University of Finance and Economics, Bengbu, Anhui, China

<sup>a</sup>1462662326@qq.com, <sup>b, \*</sup>aczzj123456@163.com

### Abstract

With the improvement of economic level, people's demand for shopping is also increasing day by day. E-commerce seizes the opportunity to vigorously develop the online sales industry. In order to avoid the peak period of offline consumption in traditional festivals, e-commerce platforms are constantly trying to create marketing festivals belonging to e-commerce. Although there is an environment that gives full play to the advantages of e-commerce marketing festivals, there are still many hidden problems in the process. Taking Jingdong 618 marketing festival as an example, this paper analyzes the possible problems behind the e-commerce festival, and puts forward targeted suggestions from three aspects: e-commerce platform, online merchants and consumers.

### Keywords

E-commerce Marketing Festivals; Jingdong 618; Targeted Suggestions for Solutions.

## 1. Current Situation of E-commerce Marketing Festivals

The pace of e-commerce development is staggering. The emergence of online e-commerce allows people to feel a variety of goods at home and enjoy warm and patient services. The bottom crowd values its cheap goods, the middle crowd likes its changing style, and the high-level crowd appreciates its fashionable channels.

Traditional Chinese festivals usually have holidays. Because offline stores and shopping malls have a large flow of people on Labor Day or National Day, various promotional activities such as discount promotions have also been launched. Therefore, these festivals are not the consumption peaks of online shoppers. E-commerce can only avoid these traditional festivals and try to create online shopping festivals that belong to e-commerce. The network festival refers to the emerging online festival held by merchants which are different from traditional festivals and given special meanings with their special dates. For example, Jingdong 618 has launched a series of large-scale promotional activities with Fire Red June as the propaganda point.

Jumei "March 1st" store celebration through the integration of film and television stars, Internet celebrity, and a variety of resources to create influence, attracting attention, maximize value realization. With the help of the "Black Friday" promotion season on the first Friday after the Western Thanksgiving Day, Gome launched the Chinese version of "Black Friday", hoping to turn the annual March 11 to March 15 into a carnival for Chinese consumers. Although it was the first time to try the E-commerce marketing festival, Gome won the online and offline sales

increased by 204 %.According to data released by Alibaba, the total turnover of Double 11 reached 168.2 billion yuan, a year-on-year increase of 39%. Among them, mobile transactions accounted for 90%, generating 812 million logistics orders, covering more than 220 countries and regions. In 2020, despite the heavy impact of the epidemic, e-commerce marketing festival still did not decline.

The earliest e-commerce marketing festival, in addition to relying on the e-commerce platform for overwhelming publicity, is more accompanied by a large number of goods and huge discounts. The e-commerce platform has attracted huge traffic so that it can deal with the backlog of inventory by participating in the e-commerce festival, while consumers can obtain goods at a lower price, which is a win-win behavior. In the past, consumers were also very susceptible to some sales methods of e-commerce platforms, believing in the principle of low prices of e-commerce festivals, but today, e-commerce platforms have developed a variety of festivals, and have carried out large-scale upgrades in marketing methods. For example, JD and Tencent held JD6 18 Together Love to Live, using the presentation of language programs, so that the stars live side chat, and interspersed with goods. From 2008 to 2022, JD's 618 Anniversary Sales will continue to break its own record of e-commerce with an unpredictable annual turnover, which will also open and lead the domestic and international retail industry into a new era of digital economy.

## 2. E-commerce Marketing Festival Development Background

### 2.1. Government Departments Play a Leading Role in Market Regulation and Supervision

**Table 1.** Introduction of Chinese Government's Related E-commerce Policy

January 2017	In the "Internet +" development policy service, e-commerce services are regarded as the important support for national strategic emerging industries
January 2018	The government encourages traditional logistics parks to adapt to the new upgrading of e-commerce and express delivery business development needs.
October 2019	The government encourages traditional logistics parks to adapt to the new upgrading of e-commerce and express delivery business development needs.
November 2019	Improve e-commerce intellectual property protection mechanism and the field of e-commerce patent enforcement rights coordination scheduling mechanism.
November 2020	The government intends to create a healthy industry ecology by strengthening the guidance and regulation of online e-commerce live broadcast.
January 2021	Continue to promote energy efficiency of e-commerce enterprises, while promoting express packaging green supply chain management.
October 2021	The government promotes the revision of relevant laws and regulations such as e-commerce law.
December 2021	Improve e-commerce public service system and guide e-commerce platform enterprises in accordance with the law.

With the introduction of e-commerce policies, China's e-commerce industry system continues to improve. E-commerce is moving towards a stage of high-quality development, and various new models of intra-industry sales are emerging one after another, effectively driving the development of related industries such as retail and logistics.

Here e-commerce lives delivery as an example, with the gradual improvement of laws and regulations, the requirements of the major e-commerce platform increasingly stringent. Especially in recent years, some well-known anchors have withdrawn due to violations of law and discipline. This is a normal performance of an industry on the right track, and live broadcast e-commerce has entered a stage of standardized development.

In recent years, the government has continuously increased its policy support for the e-commerce industry, and has formulated a number of industrial policies to provide strategic guidance and resource support from the future development direction and work points of the e-commerce industry, as shown in table 1.

## **2.2. In the Era of Epidemic Prevention and Control, The Online E-Commerce Industry has Gained Opportunities for Development Due to its Own Advantages**

In recent years, with the continuous improvement of the epidemic situation, online and offline consumption has gradually recovered. The economy continues to develop well, and the government has taken a number of measures to stimulate residents' consumption, so the consumer market around the country has gradually improved and began to stop falling back. As online competition in the e-commerce industry becomes fierce and costs continue to increase, e-commerce platforms are paying more and more attention to offline development.

In order to strengthen online operations, e-commerce platforms create these marketing festivals. Whether it is the promotion of activities or the coverage of consumption scenarios, they are extending to offline channels, and the forms of offers are becoming more and more abundant. With the mature operation of payment technology and logistics technology, the integration of consumption scenarios is also strengthening. More and more goods and services begin to open up online and offline. The trend of full-scene coverage of future promotional festivals will be more obvious.

## **2.3. The Trend of Consumption is Changing to High Quality and High Level.**

In 2015, China's middle-income group reached nearly 330 million people and will exceed 1.04 billion in 2030. On the whole, the consumption form is changing from subsistence to comfort and enjoyment.

Consumption ability shapes new consumption structure, and the replacement of consumer groups promotes the replacement of consumption concept. The post-80 s and post-90 s are the first mainstream youth groups who are exposed to online consumption. Now they have grown into the main force of consumption in society, and the two have greatly promoted the development of online consumption.

At the same time, the social attributes of the consumer group have gradually shifted from the previous youth to the family and the workplace. Consumption level and consumption intention have been greatly improved. This series of changes makes the consumption attribute has also undergone a fundamental transformation, prompting the concept of consumption more mature, focusing on the maintenance of service experience and consumer sovereignty, so that it brings a new concept of consumption.

The consumption scale of female groups has expanded, and their use of mobile Internet has become deeper and richer, becoming the main consumer group of e-commerce marketing festivals.

## **2.4. With the Continuous Improvement of Internet Technology, E-Commerce Industry is Still Moving Forward Steadily**

Major e-commerce service providers are committed to providing more professional services to platform users, reducing the costs required in the transaction process to the greatest extent. In addition, with the continuous progress of e-commerce technology, more and more offline enterprises have chosen to transform and actively embarked on the road of e-commerce development. Although China's e-commerce industry is still developing steadily, the growth rate has slowed down in recent years, which means that the competition in the e-commerce industry will be more intense.

It is more and more common for e-commerce platforms to use live streaming marketing in promotion festivals. The development of live broadcast e-commerce is inseparable from the progress of live broadcast support technology. More and more differentiated live broadcast forms have begun to emerge, such as bilingual live broadcast, scenarios live broadcast and so on. The coverage and number of merchants' live broadcasts are also increasing, so many merchants have set up special live broadcast departments. The live e-commerce industry has seen a 24-hour virtual anchor without a break. Some e-commerce platforms use AR, VR and other technologies to provide consumers with immersive shopping scenarios. In the future, the acceleration of 5G technology is expected to improve the experience of live e-commerce users and promote the increase of live e-commerce penetration.

### 3. The Origin and Achievements of Jingdong 618 Marketing Festival

When Liu Qiangdong in Zhongguancun counter sales, every year there will be a year summary commendation conference on June 18. Before and after that time, upstream suppliers will give some low-cost subsidy policies for promotional volume, so that they can supply more new goods. Jingdong can take advantage of this opportunity to carry out some promotions. As a result, many users who often visit Zhongguancun will buy some discs and computer accessories that are not used in the past few days. Because the price is cheap, even if not temporarily.

This is the original source of 618, it seems that the process of 618 was not so strange, more like a rational allocation of resources under the laws of the market behavior.

Since the first session in 2008, Jingdong 618 has played a huge marketing potential. Online turnover has exploded year after year. By 2012, Jingdong, Yixun, Dangdang and other online shopping platforms as well as Gome, Suning and other e-commerce platforms have held various activities, even offline home appliance chain stores. No matter how fierce the "618" online shopping campaign, Jingdong online mall, which first created this marketing festival and opened for the first time, has occupied the first place in the sales performance of "618" marketing activities over the years, and has climbed to a new high year by year.

Jingdong 618 sales in the past 6 years are as shown in table 2.

**Table 2.** Introduction of Jingdong 618 Sales ( Unit : CNY 100 million )

Date	2017	2018	2019	2020	2021	2022
Sales	1199	1592	2015	2692	3438	3793

During the shopping festival from June 1 to 18, 2017, Jingdong Mall placed an order amounting to 119.9 billion yuan and sold more than 700 million products. The number of female users for the first time in Jingdong was nearly twice that of the same period last year. Sales in the first hour of the day exceeded 250 % of the same period last year. A large number of products in the field of 3C quickly exceeded the sales of billions of yuan in a short period of time. The computer office category took only 2 minutes and 50 seconds, the digital category took 5 minutes and 30 seconds, and the mobile phone category took 3 minutes and 07 seconds. Mobile phones grew 405 % in an hour.

During the 618 marketing festival in 2022, Jingdong continued to provide high-quality urban and rural delivery services with stable supply chain infrastructure and leading digital technology. In 94 % of the country's districts and 84 % of the townships, Jingdong Logistics achieved the same day or the next day.

## 4. Jingdong 618 Marketing Festival Sales Strategy

After more than ten years of e-commerce promotion, all kinds of routines are common today. Jingdong can still create such high achievements, and its strength can be seen. There is no doubt that Jingdong has now made 618 a conventional online marketing festival, from an ordinary store promotion day into an online shopping carnival festival.

### 4.1. Popular Advertisement Strategies

The promotion of Jingdong 618 marketing festival relies on all-round advertising. Jingdong Mall has increased the number of major APP launch screen advertisements online. Since June 1, almost all APP launch screen advertisements with high user volume have been Jingdong's "618" activities. TV and news media have also appeared in "618" advertising videos. There are many offline advertising posted in subway stations, buses and urban buildings, so that it can basically cover the target user groups for 360 degrees.

### 4.2. Product Strategy to Meet Target Customer Needs

Although Jingdong and Taobao are selling a wide range of products, the most different from Taobao is that the products in Jingdong Mall are mostly from major flagship stores or Jingdong's own, which means that the quality of products is relatively guaranteed. The same kind of goods on Taobao can be sold by many merchants, and the quality of products is uneven. Compared with Taobao, Jingdong also pays attention to quality and specialization on the basis of ensuring product diversification, so that the target user group can experience the feeling of purchasing products in large shopping malls.

### 4.3. Unique Pricing Strategy

Online shopping can be quickly accepted. In addition to the accelerated pace of life, low prices are an important reason. Jingdong Mall pricing is different from other online malls. In order to make the price lower, Jingdong's pricing is to increase the gross profit by 5 % on the purchase price of the goods, which is 10 % -20 % lower than Suning and 10 % -30 % lower than the manufacturer's price.

### 4.4. Diversified Promotion Strategies

During the Jingdong 618 marketing festival, June is divided into six major processes: value pre-order activities, 3C special, appliance special, Jingdong supermarket special, home apparel special, return period. In addition, different red envelope grab activities have been launched, including large coupons and no threshold reductions, which have greatly mobilized consumers' enthusiasm for participation. Jingdong also achieved a shared price concession between self-owned stores and third-party stores, which allows the same brand of goods can enjoy the same reduction.

## 5. Problems Arising from Frequent E-commerce Marketing Festivals

### 5.1. Virtual Price Reduction

The price of goods for e-commerce businesses is based on consumer expectations. Virtual price reductions are frequent, and some products even have discounts after price increases before the holiday. All of this disrupts consumer expectations so that consumers can accept the new price. Virtual price reduction allows consumers to obtain a discount on the surface consumption, increasing the nominal transfer value of consumers. In essence, the price after the holiday discount is almost the same as the daily price. Virtual price reduction can increase the sales volume of a single promotion, and frequent staggered price adjustment can also test the expected price reduction effect of customers, which provides a corresponding basis for the next e-commerce marketing pricing.

E-commerce enterprises reserve a certain margin at each promotion discount. After the festival, the staff observed the sales volume during the promotion period and the price callback period, and compared the differences between the two. If the difference is small, it indicates that the promotion has not yet reached the expectations of most customers. Before the next promotion, e-commerce companies are likely to raise prices sharply, and on this basis, e-commerce companies cause virtual sharp price cuts, so as to meet consumer expectations, to increase sales. If the difference is within the expected range, it is assumed that e-commerce companies continue to increase the price range and maintain the discount intensity, while the nominal discount intensity of other e-commerce companies increases, which will adversely affect e-commerce companies. In order to prevent such incidents, e-commerce companies will slightly increase the price increase, and then increase the nominal price discount. If other e-commerce companies do not make substantial discounts, this behavior of e-commerce companies will further increase sales.

In the market competition game, it is most advantageous for e-commerce enterprises to expand discounts after price increases. If the price difference exceeds the limit, e-commerce companies can maintain a stable price increase and reduce the discount for the next promotion, which will reduce consumer expectations and lead to price discrimination against consumers.

One of the important links of virtual price reduction in e-commerce enterprises is timely adjustment of commodity prices. Online cost-adjusted prices are relatively low, which further promotes the prosperity of virtual price reduction. Compared with offline consumption, online consumption is generally cheaper and more time-saving, which makes online shopping an important form of contemporary consumption. E-commerce enterprises firmly grasp the psychological characteristics of consumers, in the implementation of virtual price reduction strategy is more handy.

## 5.2. Multi-level Problems of Commodity, Logistics and After-sales

Prepaid deposit plus payment tail payment mode, consumer credit, installment payment tools are launched by the platform, a variety of ways to enable consumers to a certain extent, ahead of consumption. Consumers do not have to choose among many commodities. The number of goods purchased by consumers using multiple tools is higher than that without such tools. E-commerce companies receive a large number of orders in a short period of time, which may lead to problems such as product quality and service quality decline, logistics delay and express delivery loss.

A large number of consumers to buy goods lead to goods out of stock, and defective and usually not easy to sell goods are also sold on the shelf with the help of the festival, resulting in uneven quality of goods. Large quantities of goods squeeze logistics in a short time. Problems such as delayed delivery time and lost express delivery are exposed in subsequent services. When consumers ask for after-sales service of e-commerce enterprises, customer service also further reduces the shopping experience because of the large number of customer service personnel per capita, untimely response and unfriendly tone.

There will also be a new problem that consumers buy goods but cut prices after the marketing festival. The major platforms have given certain protection measures. In e-commerce consumption, price guarantee refers to the price reduction of purchased goods. Within the scope of price guarantee rules, consumers can refund the difference.

Although there are corresponding policies, consumers still have difficulties in using follow-up services. Customer service can not be contacted for a long time, or the application price guarantee procedure is cumbersome. And part of the price rules disclosure is not the whole process, some enterprises will be "no goods can not price" as a reason to refuse the insured service.

Consumers and e-commerce enterprises did not negotiate well, this matter will turn to the e-commerce platform to complain. The general practice of the platform is to give enterprises punishment, but the specific content and intensity of punishment is not disclosed to consumers. Even if the platform gives enterprises timely and powerful punishment, consumers themselves have no compensation, and the whole complaint process also consumes consumers' time and energy, which seriously affects the shopping experience.

In addition, due to the extensive publicity of marketing festivals, a large number of people gathered on the e-commerce platform in a short time, which may lead to a short-term collapse of the platform. Customers did not buy the goods they wanted, which affected the customer's consumption experience and did not give customers corresponding compensation.

### **5.3. Excessive and False Propaganda**

The e-commerce marketing festival is a few weeks ahead of schedule, and many applications associated with shopping software automatically jump to the shopping application. E-commerce platforms set complex discount rules. Coupons are used by consumers for a short time, and consumers' choice time is tight. This has formed a phenomenon that the group that does not participate in the festival's consumption suffers from excessive advertising, and the consumer groups participating in the festival are busy with commodity selection and complex rules.

Online merchants blindly follow the platform to carry out promotional activities, and even some of them carry out promotional activities for two-thirds of the year, which may continuously reduce brand advantages and easily fatigue consumers.

According to the consumer psychology, some goods there are still a lot of false praise and order quantity, the purpose is to give consumers an excellent impression of the quality of this product. At the same time, selecting a large number of goods in an emergency time makes the brain chaotic, which will increase the possibility of consumers buying such goods. Some product advertising copy or display does not correspond. Consumers will only be aware when they are very careful to identify or wait until they get the object. Even if there are certain safeguards, it at least brings unhappiness to consumers' shopping experience.

### **5.4. Serious Homogenization of Marketing Ideas**

Online merchants still follow the offline marketing model and continue to use price wars. Although it has innovated marketing methods to a certain extent, the common means are nothing more than promotion pre-sale, brand discount, and node traffic carnival. Common offers such as discounts, full deductions, and cash back are simply superimposed without radical innovation. On the contrary, the superposition of various ways complicates the rules. Although this model is rooted in offline, it increases the gap between online and offline, and the difficulty of integrating the two is also increasing. Integration is the general trend, but the current direction is opposite.

## **6. Targeted Suggestions for Solutions**

### **6.1. E-commerce Platforms Should Attach Importance to Consumer Perception and Improve Service Quality**

E-commerce platforms should monitor and crack down on enterprises' virtual price reductions during marketing festivals to protect consumers' rights and interests. The platform does not provide frequent false order volume services, while strictly supervising false propaganda. E-commerce platforms should become the first barrier for consumers to isolate undesirable enterprises. Enterprises shall be given evaluations of their goods and services, and all kinds of

businesses shall be randomly inspected. It is also possible to require the withdrawal of unqualified goods from the market by strengthening the rectification of unqualified enterprises. The e-commerce platform determines the commodity inventory of the merchant before the marketing festival and cooperates with the logistics provider for statistics. The platforms can invest a certain amount of money to give some e-commerce enterprises subsidies to adjust the logistics structure system, so that large logistics providers can better deal with the problem of a large number of orders. By doing so, the role of the logistics company can be maximized, and the express delivery can be guaranteed to be complete and reach the consumer's designated location as soon as possible.

When the enterprise is contrary to the platform, the maximum benefit of consumers is the criterion. The platforms strengthen the punishment of enterprises and disclose measures to complaining consumers. The platform and the enterprise at least one party to give consumers a certain percentage of the purchase price as compensation.

In order to achieve accurate push and reduce transitional publicity, big data can be used to analyze netizens' online shopping data to accurately push publicity to target customer groups, reducing the number of comprehensive pushes and the number of app automatic jump times.

The platforms should simplify the festival marketing rules as much as possible and require each participating merchant to have the obligation to explain the rules to consumers. The platforms are still lacking in the face of specific theme promotions, so it is necessary to explore new sales methods. If mining reality hot issues combined with it, it is likely to cause social concern and social discussion, thus further expanding the platform visibility and customer loyalty. The platforms make short-term profits for long-term gains. The platforms combine offline stores to accelerate the integration of online and offline integration while increasing the consumer experience, and actively integrate into the trend of the times.

## **6.2. Online Merchants Should Give Consumers Real Benefits and Increase Consumer Trust**

Online merchants should pay attention to the interests of consumers and give consumers real benefits. In order to give consumers the space to identify, exaggerated product behavior should be avoided. E-commerce companies can recruit short-term employees during marketing holiday promotions to improve understaffing. Employees adjust inventory and product sales in a timely manner, so as to reduce the shortage problem after consumer payment and pay attention to the consumer shopping experience.

E-commerce enterprises should quickly optimize the logistics system, according to their actual development of multi-logistics model to meet the short-term large-scale security, fast, low-cost logistics needs. Staff should send goods in batches, and try to maintain a certain number of each batch. Compared with the logistics routes of other e-commerce enterprises, this can reduce the fluctuation of the logistics system and stagger the peak period of transportation. Staff should inform consumers of the status of goods and logistics in advance, respecting the choice of consumers.

Online merchants can cooperate with other merchants to promote multiple brands. Such measures can not only take advantage of multiple resources to increase publicity, but also enhance the visibility of enterprises. In the environment of e-commerce platform marketing, e-commerce enterprises should fully and reasonably set the discount time and discount strength, and do a good job of price discount protection measures. Customer loyalty will increase with the improvement of consumer experience. By continuously cultivating loyal users and recommending them accurately, the success rate of transactions is improved. Companies will also get long-term economic returns. The above measures need the support of brand marketing. This approach has high requirements for channels and resources, so it is impossible for a single

e-commerce enterprise to have many resources. Therefore, e-commerce enterprises can take the form of outsourcing, through the use of marketing services to achieve brand effect.

### **6.3. Consumers Should Consume Rationally and Safeguard Consumption Rights Properly**

Consumers can compare prices in advance to reduce various fuzzy consumption. By carefully querying the product information, consumers can correctly estimate their own consumption capacity, so as to achieve rational consumption. The need for self-consumption should be made clear in the purchase of goods. Consumers can confirm the quality of goods through multiple channels before purchasing, so that they do not blindly follow the impact of network traffic and large IP. Platform credit tools should be used reasonably, but consumers should not indulge in consumption and advance consumption, which will affect their quality of life if they are serious. Consumers can improve their own moral cultivation, such as not publishing false evaluations and reduce the undesirable phenomenon of false orders by enterprises through their own actions.

It is also necessary for consumers to be familiar with the consumption rules of platforms and e-commerce companies. For example, if you do not want to buy after prepaying a deposit for goods, the business will not refund the deposit. At this time, consumers only need to choose to return and refund after paying the full amount, and the company will return the deposit and balance price to the original account.

In the face of some violations of the legitimate rights and interests of consumers, consumers should have the courage to legal rights. As consumers, do not give up because of the complexity of the complaint process and inefficient feedback. If not controlled, it will be more difficult to protect the rights of consumers. Consumers can reduce the tracking of their own data on the network by reducing the correlation of apps, and slow down the speed of personal transparency as much as possible.

## **7. Conclusion**

The rise of the e-commerce industry has brought about earth-shaking changes in people's shopping methods, and various e-commerce platforms have joined the ranks of the festival. How to correctly play the advantages of online marketing festivals will be something that needs to be paid attention to in the future e-commerce industry, and avoid problems such as false publicity and homogenization of marketing ideas as much as possible. It is not wrong for e-commerce to create marketing festivals to conform to the trend of the times. Since it is a "festival", it is not only shopping, but more importantly, it is developing towards a new shopping fashion and even lifestyle.

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