

# A Study on the Construction of Innovative Ecological System of "Content E-commerce"

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**Abstract**—The current E-commerce enterprise competition is intense, entity shop increasing development of experiential marketing. If E-commerce platform plays only "sales platform" role, and operate the traditional mode of operation, it's far short for the enterprises to enhance their competitiveness, access to a broader market, keep the demand of the customer's viscosity. Therefore, this article is study on innovative ecological system of "content E-commerce", which can also be seen as the positive transformation of the current traditional E-commerce platform, mainly from two aspects, marketing system and commodities operations; to discuss the construction of the platform of "content E-commerce", hope to play a promoting role in the development of related businesses.

**Keywords**—content E-commerce; platform; innovative ecological system

## I. INTRODUCTION

With the rapid development of E-commerce, China's online trading market is expanding, and the E-commerce market is constantly subdivided. In order to ensure the continuous attraction of online users, E-commerce enterprises have put forward the concept of "content E-commerce" in the competition process. Zhang xueqin (2016), the "content electronic commerce" is customer caring services, not only has the convenience, but also emphasizes breaking traditional E-commerce trading relationship with users, it highlights the mutual relationship. Content E-commerce makes the Internet industry return to the attributes of interpersonal communication. Therefore, content E-commerce has the characteristics of strong product relevance and strong product value experience.

## II. E-COMMERCE INNOVATIVE ECOLOGICAL SYSTEMS

Moore (1993), Innovative ecological system is derived from ecological system, He Tuantao (2008) explains the similarities from aspects of the click flow, survival and transformation mechanism, the system environment between the innovative ecological system and natural ecological system. Wu Shaobo (2014) argues that natural ecological system has biological units in the forms of mutualism. Innovative ecological system also embodies the core of enterprise and suppliers channel, sales competitors, and related cooperative subjects. The two ecological systems are similar in shapes.

Comprehensive the above viewpoints, this thesis argues that, E-commerce innovative ecological system refers to the core E-commerce enterprises 'online E-commerce process which is according to business development, with relatively stable and independent, interdependent and symbiotic win-win relationship between suppliers, the electronic commerce supply channels, E-commerce platforms, industry competitors.

## III. THE CURRENT OPERATING SITUATION OF E-COMMERCE PLATFORM

When the current Offline companies develop online business, they choose appropriate electronic commerce platform. Online companies mostly has a certain operating scale, the guest groups, operating strength, and this thesis analyzes enterprise which have projects at a distance place as an example to analyze its operating system.

### A. Current Commodity Operation Situations on E-commerce Platform

For E-commerce platforms, the delivery model is similar to the offline supply model. Suppliers take offline stores or E-commerce platforms as sales platforms, which display goods, attract consumer's consumption, and E-commerce platforms take commissions or rent fares to earn profits.

Online platforms collaborate with offline stores, as well as collaborate with other E-commerce platforms to deliver their goods.

Most department stores will also choose to cooperate with third party suppliers in order to enrich their products.

Third-party goods suppliers do not cooperate as the offline business with the retail companies, and only sell goods through online platforms.

Because cooperation brand quantity is numerous, and chain of retail enterprises are in different geographical position, in order to image the consumers with a unified platform and ensure the efficiency of distribution, retail enterprises tend to unified distribution on E-commerce products

In the E-commerce platform operating system, due to the constraints of operating mode and other factors, there are many disadvantages in the supply of goods.

On the one hand, due to the large number of cooperative suppliers and the variety of commodities, the quality of goods is difficult to control. On the other hand, the integration of platform data is difficult, and the platform integrates commodity information, customer information and logistics information need to be updated in simultaneous time. All of these works are through the platform, from the overall supporting aspects; the platform personnel and the system are facing big challenges.

#### B. Marketing Form of the Current E-commerce Platform

At present, in terms of external promotion, many E-commerce enterprises are through offline and online joint form, they launch unified promotion, have similar sales promotion compare to online activities. Sales promotion give priority to discount, vouchers, in all, through low prices strategies to attract customers

Such marketing model is on one hand, a loss of corporate profits, and on the other hand, with low customer loyalty.

All in all, the current operating system is still relatively simple for a platform E-commerce enterprise. The current operating system is Similar to the function of the offline sales channel; there is no great breakthrough in the supply and distribution of goods. And with the method of marketing, current E-commerce platform still use the traditional marketing method mainly.

#### IV. ON THE CONSTRUCTION OF INNOVATIVE ECOLOGICAL SYSTEM OF "CONTENT E-COMMERCE"

E-commerce innovative ecological system can improve the traditional E-commerce platform in the process of suppliers operation and marketing dilemma, it pays more attention to the customer experience, also pays more attention to the integration of each link in the online platform.

The construction of ecological system of "content E-commerce" is based on traditional E-commerce platform, which is shown in "Fig. 1".

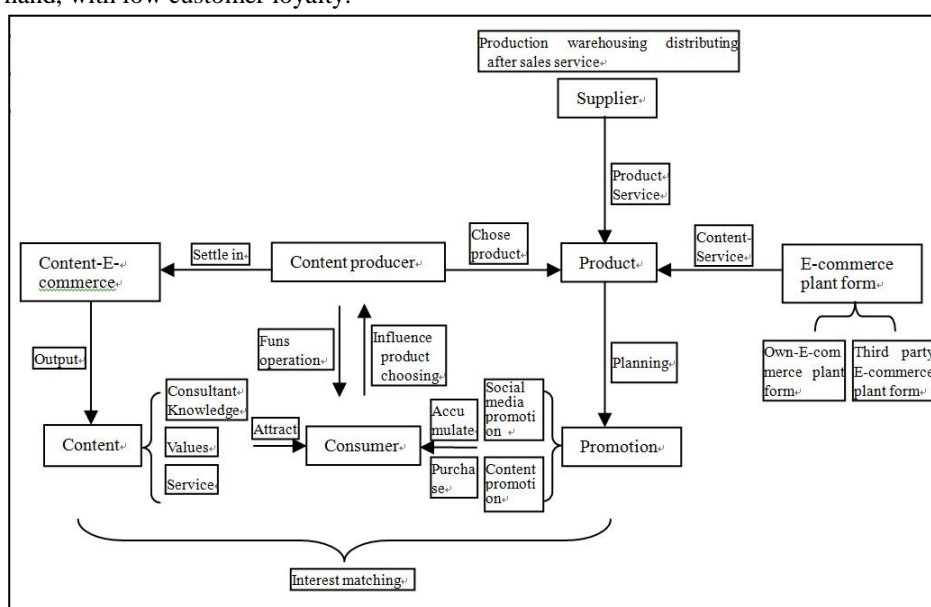


Fig. 1. Innovative ecological system of "content e-commerce".

The creation of innovative ecological system of content E-commerce focuses on the integration of products from supply to marketing. In table 1, core E-commerce enterprises integrate suppliers and their product services through E-commerce platforms to ensure product quality. At the same time, this ecological system drag the individual media producers into the "content E-commerce" platform, creating a "content E-commerce" platform, and pass the updating culture of "content E-commerce" and product information of the enterprise to customers in a richer way. Through this process, on the one hand, building the "content E-commerce" innovative ecological system from the supplier to the marketing methods; On the other hand, the "content E-commerce" ecological system is focused on attracting customers with content, with commercial promotion, and ultimately forming content - customers - products' closed loop.

Through the construction of innovative ecological system of "content E-commerce" platform, characters in the system can form the benign interaction, can give full play to the role of "content E-commerce" platform, promote the development of retail enterprises, and meet the needs of the consumers continuously.

#### A. New Media Marketing Operation on "Content E-commerce" Platform

Through innovative ecological system of "content E-commerce", online product marketing is no longer a single introduction of product function and the utility value to the customer, but paying more attention to the care to customers. Satisfying customer demand and conveying the needed information content to the customer, and in order to attract users to consumption products.

At present, the civil lives, parenting and culture topic types occupy the mainstream in new media platforms, and some of the electronic commerce enterprises digs the data and content of the main subjects, and through its content resources to promote related content E-commerce products.

#### *B. Product Operation on Innovative Ecological System of "Content E-commerce" Is Based on Flexible Supply Chain*

The construction of the "content E-commerce" innovative ecological system can integrate the traditional supply chain mode of supplier and E-commerce. Strengthen mutual cooperation between the two sides, which make the supplier to speed up the supply of products, also make the electronic commerce enterprise conducting effective supervision over the quality of supplier's product, in fact, the entire supply chain become more flexible.

The "content E-commerce" innovative ecological system can integrate the resources of the supplier, create a brand with emphasis on promotion, form a unique brand, and have a good effect on the positioning of the brand.

#### *C. Building Evaluation Mechanism on the "Content E-commerce" Innovative Ecological System*

Building evaluation mechanism on the "content E-commerce" innovative ecological system, it is a certain assessment mechanism which should be established to effectively observe and evaluate the growth potential of the innovative ecological system.

The evaluation mechanism can be divided into business model, system evolution capability, value management and core technology.

Business model mainly refers to in the core of innovative ecological system of "content E-commerce" platform, how the enterprise to coordinate all aspects of interests, these interests relations contain the enterprise internal and external customers, partners, employees, etc.

System evolution capability is a kind of self-cultivation ability, it is a kind of ability to ensure ecological system of "content E-commerce" platform itself maintaining its ecological balance in turbulent complex external environment and to ensure its own steady progress in competition with other E-commerce ecosystem by developing new technologies, develop new relationships, through the communication with the outside world, the process of self-renewal.

Value management refers to the core enterprise's power of sharing customer value and its orientation, the innovative ecological system of "content E-commerce" platform has the strong value management concept on customer value. The innovative ecological system of "content E-commerce" platform also enhances the customer Cohesion through content delivering with Core technology makes the innovative ecological system of "content E-commerce" platform integrated into an organic whole; make mutual embedded and mutual cooperation of each link together to

form business formula which cannot be duplicate its competitive advantage in the market.

## V. CONCLUSION

On "content E-commerce" perspective, author studies the traditional E-commerce platform which transforms into innovative ecological system, and this thesis mainly from two aspects: of marketing system and commodities operations to discuss the construction of innovative ecological system of Content E-commerce platform, hope to play a promoting role in the development of related businesses.

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