

Analysis on the Optimization Path of Micro-business Marketing in the Era of Mobile Internet

Ying Hu ^{1,a} and Zhenxing Ge ^{2,b}

¹College of Technology and Art Jingdezhen Ceramic Institute, Jingdezhen333000, Jiangxi Province, China

² College of Technology and Art Jingdezhen Ceramic Institute, Jingdezhen333000, Jiangxi Province, China

^a huhujdz@163.com, ^b 181795184@qq.com

Keywords: Mobile Internet; Micro-business; Marketing Status; Optimization Path

Abstract. Micro business is the product of business activities expanding to the mobile social platform in the mobile Internet era. It is a commercial activity carried out on the mobile terminal platform with the help of internet technology. It is a carrier channel derived from the Web3.0 era. It is a marketing channel that combines the traditional way and the internet. Because of its advantages such as less investment, low threshold, wide spread range, promotion and sale without leaving home, it has developed vigorously since its birth. However, all kinds of problems are emerging as the rapid growth. For example, the quality of the product is uneven, the reputation of the merchants is poor, the rights and interests of the consumers are not guaranteed and the way of payment is lack of security. In order to create a good marketing environment for the micro-business, in view of the existing problems, it is of great practical significance to put forward the optimization path of micro-business marketing from many aspects, such as honesty management, reasonable pricing, construction of three-dimensional marketing channels, and strengthening supervision.

Introduction

At present, the era of mobile internet is rising rapidly, to some extent, which has changed people's consumption patterns and lifestyles, stimulated consumption and promoted economic growth. As a new model of mobile e-commerce, micro-business engages in commercial activities by the carrier channels of the Internet era and the three-party social platform such as WeChat and micro-blog. It breaks through regional restrictions and develops rapidly. With the continuous expansion of the micro-business team and its influence, all the problems in the marketing process have been gradually exposed, which has attracted people's attention. So it is of great significance to explore the optimization path of micro marketing in the mobile Internet era.

The Development Status of Micro-business in the Mobile Internet Era.

The development of mobile internet is an important prerequisite for the development of micro businesses. In recent years, the most central nervous system of social information has gradually changed from the traditional Internet to the mobile Internet, and the closely related micro businesses have also developed rapidly, and the future is immeasurable.

Looking back on the development process of micro-business, after several years of exploration, there are still many problems, but its operation mode has begun to be clear overall. From the original simple self media marketing in 2011, the business model of micro-business has developed to the present three-dimensional structure which covers many kinds of modes, such as the brand

entry, the account resources sharing and efficient linkage of the telecom operators, the operation of the independent micro business platform and so on. According to the report, the annual turnover of the micro-business sector had also reached more than 181 billion yuan in 2015. In the two types of B2C and C2C, the number and transaction amount of C2C micro-business are increasing because of their friends' familiarity and transaction convenience, and the micro merchants are mostly young people with more free time.

Among the various marketing modes adopted by micro dealers, WeChat marketing is still the most commonly used. Tencent Inc. official statistics show that, in 2017, WeChat's active volume has reached 6 billion 500 million, and the number of newly added vendors is 10 million, which is far more than the growth rate of traditional e-commerce. With the rapid development of micro-business, the problems are also highlighted.

The Problems and Reasons of Micro-business Marketing in the Era of Mobile Internet

Problems. First, low entrance threshold and poor product quality. At present, some manufacturers in the market lack capital and technology. They often want to produce or sell some poor quality products or illegal goods to gain income. However, due to the low entry threshold, strong concealment and ineffective market supervision, the micro-business market has become the main selling market for these merchants. They can make money by issuing false advertisements, exaggerating the effect of the product or changing the packaging of other brands to induce or deceive the consumers. This has a huge impact on consumers. Some consumers gradually lose trust in the commodities of micro businesses, and the whole micro marketing market is affected, which will also impede the further development of micro-business.

Second, the rights and interests of consumers are not guaranteed. Most of micro-business merchants are poor in quality and professional knowledge. They are mostly housewives, unemployed people and students with enough free time. They have not received any formal training and have poor sense of service. When consumers buy goods, they can't see the evaluation of other customers. It is difficult to correctly judge the quality of the goods by a few pictures and the answers of the micro merchants. Trading process is always the first payment and then delivery. If the consumer finds the problems after the end of the transaction and asks for after-sale service or refund, bad practices occur such as refusing to refund or even black customers directly. There is no way to complain about consumers, and the interests of users are not even mentioned.

Third, the security of the way of payment has a hidden danger. There is no third party payment platform of micro-business. Consumers mainly pay the goods through the form of WeChat transfer, so they are lack of trust in the payment of security. At the same time, when the product needs to return or exchange, it is easy to dispute. Based on the principle of seeking profit and avoiding harm, the consumer's reliance on micro-business is not enough, which affects the sales and is not conducive to the sustainable development of micro-business.

Fourth, product marketing channel is too long. The marketing model of the micro business is often a model similar to "Pyramid", which enrolls two-level agents by the general agent, and the two-level agents enrolls more three levels of agents. Agent layer by layer price increases. Therefore, there are no advantages to the price of the products, even the phenomenon of false price, which makes the product no one to buy and the loss of the last level agent.

Fifth, marketing lacks unified management and the audiences are few. In addition to a few activities organized by brand enterprises, most of micro businesses are fighting for themselves, and there are no large-scale promotional activities such as Double Eleven, Double Twelve and so on. This marketing behavior which thinks highly of individual is lack of unified propaganda and

management, and the scope of publicity is limited. It is difficult to cause the sensation of the Taobao's large e-commerce marketing activities, such as Double Eleven, Double Twelve and Women's Day. Meanwhile, because of the different promotions between the various micro merchants, micro merchants can not form a suggestive and guiding role to customers similar to traditional e-commerce activities, which is not conducive to attracting customers.

Reasons

First, the application of WeChat number is lack of effective supervision. WeChat is an important channel for the marketing of micro business. Tencent Inc's WeChat application process is relatively simple, with just a few steps, the personal number can be easily applied. At the same time, each ID number or cell-phone number can be used to apply for five public numbers. With a public account or personal account, the merchants can use WeChat to sell the goods. It is obvious that the current problems of micro business flooding and uneven levels are closely related to the convenient application of WeChat number and the lack of effective supervision.

Second, market supervision mechanism is imperfect and security institutions are missing. In micro-business activities, buyers and sellers are trading directly through third party social software. If there are disputes in the transaction process, there is no suitable channel to adjust them properly. If the seller sells three-no products illegally or do not fulfill the commitment, the existing market supervision mechanism can not find and adjust in time. The consumers have payed the goods, but not received, there is no guarantee for their rights and interests. These are the "hidden dangers" in the micro marketing activities, which restrict the development of micro businesses.

Third, laws and regulations are not sound. Micro-business marketing is a new type of marketing. It is still in the exploratory stage. At present, there are no specific laws and regulations for micro business in China. Even in March 2014, the former State Administration for Industry and Commerce of China promulgated the "Network Transaction Management Measures", the content about micro business is not mentioned. Micro-business marketing has become a regulatory blank area, which gives illegal merchants opportunities to exploit loopholes.

The Optimization Path of Micro-business Marketing in the Era of Mobile Internet

Integrity management and to enhance product quality and diversification.

The essence of micro-business is the trust economy based on social interaction. While the mobile Internet releases the constraints of time and space, the quality of the product is still the most important for the micro merchants who want to make a profit. In the age of Internet, customers are of great importance and products are more important. Good products may not bring good user experience and feedback, but good user experience and feedback must be built on good products. Micro traders should choose high quality goods and avoid homogenization of products. WeChat marketing can be used as an important supplement to traditional retailing and PC e-commerce, through product brand building, to expand product influence and recognition. Micro merchants should increase the sale of diversified products such as featured products, traditional handicrafts and fresh agricultural and sideline products, and provide perfect after-sales service. Only always thinking about the customers, customers can produce high-quality experience and the micro business can survive.

The product price of micro merchants should be rationalized and not fraudulent

Everyone knows that the commodity of the micro-business is a hodgepodge. Because the threshold of entering the micro business is very low, everyone can open the micro store, which makes the market disorderly. For the same commodity, price is also diversified. Thus, how to strictly control the price of the same commodity is a problem that we must face up to. Driving up

prices, disseminating false information, and denigrating goodwill are not conducive to balancing the interests of both sides, but will undermine the fairness and effectiveness of the micro-business order. Micro business should establish a system to provide information about commodities, stabilize the trading market, form reasonable prices and promote fair trade.

Make best use of the advantages and develop new markets actively.

From the above analysis, it is not difficult to find that the current problems of micro business marketing are most of the objective factors, which can only be adapted or avoided in a short period of time but can not be effectively solved. Therefore, the micro merchants should make full use of their own advantages of reasonable grasp and balance of marketing elements such as products, prices, channels and promotions, and make use of excellent services, good products, customer trust and other "software" configuration to increase the customer's shopping experience, so as to make up for the shortage of "hardware". These practices will increase customer stickiness and consolidate the existing market. At the same time, the popularity and the number of WeChat friends will increase by the reasonable marketing activities and the public praise accumulation among acquaintances, so new markets will be developed.

Construct three-dimensional marketing channel of micro business.

With the development of micro business, micro merchants will become more specialized, and the channel structure will also gradually become stereoscopic. The manufacturers, wholesalers, agents, retailers and consumers will be organically combined to form a huge network, which greatly improves the efficiency of circulation. It will optimize the main system of channel and the system of channel object. The stereoscopic channel can change the "Pyramid" agent mode of the current micro business, avoid pressing goods and reduce the selling price.

Improve the media publicity strategy of micro business.

Good marketing and dissemination methods are especially important for the micro business. If there are only abrupt and boring advertisements in the circle of friends, it will only cause the disgust of the consumer, and then the merchants will be blacken by consumers. Therefore, the new type of micro business should do propaganda by means of the media, attract consumers' attention, improve the efficiency of advertising, and thus draw the consumers' desire to buy. The merchants can register WeChat public account or micro-blog number, and then perfect merchant information and product information. They should pay attention to the user evaluation and establish good communication with customers. It must be effective publicity for micro businesses through consumer sharing. At the same time, they should timely analyze customer feedback, continue to improve and innovate.

Multiple external support channels to promote micro business marketing smoothly.

Firstly, set up the chamber of Commerce, shift from individual marketing to joint marketing. In view of the characteristics of micro marketing activities being too decentralized, the chamber of commerce can be established on the basis of areas, products and brands. All the members of the chamber of commerce should conduct joint marketing activities, they invest in accordance with their respective scale and negotiate for advancing and retreating together. This can not only increase the strength of marketing and expand the breadth of publicity, but also greatly reduce the cost of marketing for individual micro merchants. When the merchants jointly form a price alliance, more bargaining power will be obtained in the bargaining process with the manufacturers and consumers, thus the merchants can gain greater profit margins.

Secondly, set up a perfect micro-business trading platform. Through the optimization platform design of third party social software, network trading platform and the other, the core problems such as transaction mechanism, trust crisis and consumer rights and interests protection are reasonably solved, a diversified marketing channel should be established. The micro merchants should pay

more attention to the promotion of product driving guidance and user experience publicity, and avoid violence brush and counterfeit goods in the circle of friends. Individual micro business, community micro business and brand micro business should transfer to platform micro business. A perfect sales service system should be established, including the shopping evaluation system and credit evaluation system. Standardize the pre-sale propaganda, sale monitoring and after-sales service system. By introducing the third-party payment platform and logistics distribution system, avoid the transaction risk between operators and consumers, and enhance the trust of transactions.

Thirdly, Perfect relevant laws and regulations and regulatory system. Facing the dilemma of the prevalence of counterfeit goods and the lack of good faith, the government should introduce laws and regulations to standardize and severely crack down on micro-business disorder. It is necessary to set up relevant departments to make supervision and management of network marketing behavior, and there should be relevant legal provisions or regulations to restrict the business behavior of the merchants. The unfair trading behaviors of some businesses should be supervised and punished in accordance with the law. The responsibilities of the industrial and commercial administrative departments and professional law enforcement personnel should be clear. Bring micro business marketing into the daily market trading supervision system, establish long-term regulatory mechanism and law enforcement patrol system, crack down on illegal behavior. Promote the marketing registration of micro merchants gradually. On the basis of protecting the user's privacy, the identity information authentication, the business registration and the credit evaluation system are perfected to effectively solve the illegal behavior in WeChat marketing. Establish an open network complaint channel and user evaluation system, open the user experience objectively and in time, enhance the transparency of the transaction, and ensure the accuracy and symmetry of the sales information.

References

- [1] Cai Chunjiang. The Marketing Strategy of "Micro Business" from the Perspective of Trust [J]. *Modern Marketing* . 2017, (01): 67.
- [2] Qin Xiao. Opportunities and Challenges Created by Micro Merchants in the "Internet +" Era[J]. *Business*, 2016, (08): 205.
- [3] Tang Xia. The current situation and legal issues of micro business[J]. *Legality Vision*, 2015, (22).
- [4] Ji Miao, Wang Mingyu. Micro Business Analysis Report [J]. *China Commercial Theory*, 2015, (Z1): 55-57.
- [5] Song Yunqiang, Chen Yulong, Huang Yizhou. Current Problems and Countermeasures of Micro Marketing Development[J]. *Market Modernization*, 2015, (14): 57.
- [6] Wei Wang, Wu Jianping. Development and Inspection of WeChat Electronic Service Quality Scale[J]. *International Business and Management*, 2014, 9(2)