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REVIEW ARTICLE

THE STATUS QUO AND SUMMARY OF CHINA'S PLATFORM EMERGING INDUSTRIES BASED ON MOBILE INTERNET OPPORTUNITY

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ABSTRACT

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In the era of mobile Internet, word-of-mouth communication is faster, and the rich application of smart phones will affect the circle of friends around you more quickly and directly. Based on the mobile Internet, this paper analyzes the current status of platform emerging industries in recent years, which can be roughly divided into two categories: physical products, service offering categories and content based on knowledge-based product operations. Finally, it draws attention to the future direction of social e-commerce and the mobile Internet business.

KEYWORDS

Mobile internet, social, e-commerce, platform

1. INTRODUCTION

In the era of mobile Internet, smartphones integrate chat, communication, and shopping. Consumers who purchase satisfactory products will send to friends to make recommendations, which will prompt relatives and friends to purchase. The general mobile phone replacement cycle is about three years, and the new generation of mobile phones has better hardware. The price of mobile phones has been cheaper to the extent that everyone can buy. Many brands low-cost mobile phones, such as Xiaomi, which can be purchased for less than one thousand yuan. Low prices and the promotion of 5G will increasingly accelerate the socialization of mobile phones and seamless contact with consumers [1].

In 2010, there was a milestone for the Internet. In 2010, Google, which has dominated China's search engine for many years, left China. Google is Baidu's strongest competitor. Baidu's B2C e-commerce Taobao has become Alibaba's most amazing card. Tencent's users also have a major breakthrough. At the same time, NetEase and Sina, which used to dominate the network, faced a downward trend in business. The two companies also began to transform and made major innovations in the main products. Almost all the well-known Sina Weibo, Tencent's WeChat, has been popular until today. Especially WeChat, even the elderly is very dependent. The iQiyi (Ma Dongdan is CEO) was also established this year [2]. Since then, these emerging industries based on the mobile Internet, some based on the WeChat public number and some based on mobile APP, are collectively referred to as the platform industry. It can be roughly divided into two categories, physical product and service offering class and content and knowledge product operation class.

2. THE PHYSICAL PRODUCTS AND SERVICE OFFERINGS

The physical products and service offerings include the following new media entrepreneurial classes (take some time), e-commerce platform classes (Netease Koala), O2O platform classes (hungry/online), shared economy (small pigs short rent / BMW car) and so on.

2.1 O2O platform

Urban women work very tightly, have no time to go to the flower and bird market to choose flowers, but still have a pursuit of life. The public e-commerce company took the time to seize this market opportunity, and the demand was positioned in urban women. Offering one to two sets of theme flowers and festival flowers every week, different grades of delivery, to create the ultimate user experience. Receiving a bunch of flowers every week is like a fixed agreement and pampering yourself is a compulsory homework. Life is more interesting because of flowers. Now there are many professional women in the community who spontaneously organize the WeChat parquet group, almost every week will be mosaic, many Taobao merchants have also set up a flower e-commerce, although the price is relatively cheap to take advantage of time, but the quality is very unstable, the situation is getting worse. The demand for flowers is very high, and this market has great potential [3].

Hungry is China's professional catering O2O platform. It is a typical dormitory entrepreneurial enterprise founded by several students of Jiaotong University. After experiencing venture capital injection, I was able to expand to a number of cities across the country and become the top online take-out ordering platform. In addition, when you are hungry, you also carry out diversified business, not only delivering food, but also sending medicines and other products, linking different types of retail stores. Originated from Minhang Campus of Shanghai Jiaotong University. Hungry, there are both self-operated distribution teams and hummingbirds. Hungry, the self-operated distribution team has more than 6,000 people, and there are more than 500,000 hummingbirds. The business model of being hungry is mainly to collect the courier fee, but the resident restaurant also needs to pay the resident fee, and the courier needs to be paid.

The O2O platform Jingdong's home is a new attempt by Jingdong to expand into the higher frequency sub-area. The traditional Jingdong model is generally the next day, but Jingdong can deliver it in 2 hours, faster and more frequently. Jingdong's main products are notebook computers, mobile phones and home appliances and other electrical products. The frequency of replacement of such products is relatively low, and it is

usually replaced once every 1-2 years. Therefore, Jingdong needs to consider adding new strategies and gaining new profit growth points. However, Jingdong's traditional logistics distribution system cannot match the real-time logistics e-commerce of Jingdong to the home, and Jingdong's own logistics distribution capacity is not sufficient. Therefore, Jingdong adopted a merger model and merged with the crowdsourcing platform Dada. The delivery speed of Jingdong's home is very similar to that of Box Horse, but there are differences in strategic positioning and business categories.

2.2 Sharing economy platform

Both the carpool and the dip taxi are the same and are positioned on the travel platform. However, the driver who originally played the car was a private car and accepted the carpool of the same terminal user. This saves travel costs from the user's perspective. And the experience of carpooling will be higher than that of taxis, because private cars tend to have more choices in terms of car grades, including high-end luxury cars to meet business travel, drivers will be of higher quality, and more environmentally friendly and socially responsible. Carpools are mainly used as users. For Carpooling to and from work, the route is fixed, the combination of the owner and the occupant is relatively fixed. Because the general car during the peak hours is difficult to call, carpool just solves the pain points of consumers. So, consumers, especially in the first-tier and second-tier cities, are very like it. Most of the founders of the carpooling car come from well-known IT industry and fast-moving industry, knowing the pain of customers. Therefore, Consumers can achieve a more convenient and high-quality customer experience, but only use half or even less than the price of a taxi. The platform has a lot of profitable space and can be advertised. Now, carpooling has gradually expanded its product category and developed a diversified strategy to provide consumers with more choices. Now many easy-to-drive drivers are complaining that the platform has a long money cycle, which greatly reduces the driver's enthusiasm. Dida Carpooling is relatively better in terms of payment cycle.

In the past two years, the shared bicycle industry has developed rapidly, and bicycle brands such as the small yellow car have emerged. It is worth mentioning that it is the originator of the shared bicycle and the bicycle. Many young people in the city often get used to commuting to work by subway, but homes and units often have a short distance from the subway station. The pain point lies in the last mile, especially when I come back from work in the afternoon. It is too hard to walk home. The cost of taking a taxi is too high, and the average wage earner cannot afford it. Shared bicycles are a good solution to this problem and can be rented and returned at any time via a mobile phone, not only cheap but also convenient. However, this kind of good time is not long-lasting. Many shared bicycles have announced the launch of the bicycle industry. There are many well-known small yellow cars. It is a pity that consumers are now very likely to encounter problematic cars. After a period of time, maintenance is required, but it is clear that many bicycle companies are not in place. In this way, the consumer experience is impaired. In addition, some unethical behaviors, such as using their own lock-lock cars, discarding them at random, and parking illegally, do not have appropriate penalties and do not stop them in time, which will further affect them. User experience, reducing profit margins. As a typical representative and practitioner of the sharing economy, shared bicycles are also the fastest fall of the detective.

Another outstanding representative industry that shares travel is shared housing. The Pig APP is targeted at providing users with cost-effective short-term rentals, offering consumers a variety of options for Ctrip, a travel provider that primarily provides standardized hotels. In addition, consumers can not only achieve personalized accommodation, but also get a large number of attractions recommendations and food information from the owner of the short-term rental. Short-term rental owners have also made the most of their idle resources, and they have brought a lot of benefits. The pigs currently have a total of nearly 100,000 homes in the country, and create a number of quality properties, some of which are located in well-known classics, some well-known athletes or directors, and even bookstore-style accommodation. It is not only accommodation, but also appreciation of art, enriching the travel life of consumers, and the lack of humane service compared to hotel standardization, which greatly increases the consumer's pleasure.

However, shared housing is also facing security problems. This security platform exists for consumers and service providers. Because it is a long-term service, it will inevitably lead to some unethical behaviors and disputes. The pig also has specific rules for this issue. In order to protect the rights of tenants, the team conducted real estate verification and took photos on the spot. For some unexpected situations, such as the reservation of the room cannot be provided on time or the landlord's rebuttal to the agreement price, the consumer has no room to live, the pig is destined to the corresponding tenant protection plan, and the offender is punished. At the same time, the pigs are also insured for consumers, and the scope is more comprehensive. The landlord is a short-haul service provider for pigs. The landlord is free to post information. The pigs not only charge the fee but also support the landlord to market their products on the platform. Through the property security program, the pig protects the property of the landlord from malicious consumers, and is assured of renting a house, starting work with peace of mind and making money.

The sharing economy does not have innovative needs. It just captures the pain points of consumers in the traditional industry, finds market gaps, provides more choices, higher quality, and more intimate services. However, ethical issues cannot be ignored. In addition to stimulating platform service providers, the platform also needs to formulate corresponding penalties and sanctions. For many violations, it may consider permanently canceling the right of entry.

3. CONTENT AND KNOWLEDGE-BASED PRODUCT OPERATIONS

The content and knowledge-based product operation platform mainly includes the following, for example, from the media + e-commerce platform (middle cake mother), content payment platform (Himalayan / get / lychee micro-class), youth online education platform (VIPKID, etc. K12 Training class).

The knowledge and products of maternal and child have always been the focus of attention. The rice cake mother's public number was established in 2014. This time is just a short time since WeChat started, there are many new opportunities. The mother of the rice cake has the background of the master's degree in medicine. Based on her own knowledge system, she started to write a high-frequency articles on public number. Because the rice cake dad has a background in the well-known fast-selling industry supply chain, the rice cake mother began to expand from the public number business to the maternal and child e-commerce. First, via professional articles on the public number, the public number accumulate popularity, and then sell the relevant maternal and child products through the public number. After the rice cake mother e-commerce model is recommended, the product will be sold immediately. The mother of the rice cake has won the investment of well-known e-commerce. Ms. Mama also conducts content operations and e-commerce operations, and content operations continue to gather more and more novice mother-level fans to form a virtuous circle through content recommendation products. After the maternal and child content has matured, the rice cake mother has extended the content business vertically, involving the field of children's preschool education. Compared with e-commerce companies that do not have content operations, such as honey teeth, they have their own unique advantages [4].

In the past two years, logical thinking has been very popular. Luo Zhenyu will give a multi-year speech at the end of each year, and there are not many people who can give a speech for the year. But every time to prepare for the New Year's speech, Luo Zhenyu will spend several months, go to many places to do research, to get enough speech dry goods. The content of the New Year's speech is very new, in addition, the amount of information is very large. It is advocating that it is suitable for the fragmented learning of urban white-collar workers. There are various mobile phone courses in the app. It also includes the highly educated Xue teacher economics course. Mr. Xue is among the multi-millionaires because of the course. Also, because the course was invited by Mr. Ma Dong, it became a special guest. Many scholars have been unimaginable in the past because of the redness. It has not only promoted scholars and cultural people, but also created a private university for 2% of knowledge needs. Nowadays, the times are changing faster, and the knowledge storage and update speed of urban white-collar workers are in urgent need of improvement. It is such a service provider that allows consumers to listen to a boutique course of well-known scholars or experts with little money, just like a charging station. The obtained customers can apply the

acquired knowledge to the work and gain permission to enter the career promotion channel with greater advantages. Recently, Mr. Luo has cooperated with Zhang Quanling, the famous former news program host of CCTV, to extend the product vertically to the field of children's knowledge provision.

The Himalayan, which is also an audio content service platform, also launched paid audio and opened a paid scenic spot. Similar to Logic APP, the Himalayas also offer knowledge audio paid courses, but the Himalayas are more extensive, involving parent-child and emotional classes, etc. However, the Himalayas have a strong sense of copyright and often sneak off some pirated programs. For example, the audio of the well-known foreign cartoon submarine column without copyright permission has been removed. The Himalayas also have a certain incentive mechanism for the anchor and will also use the reward and membership system.

In the past, children started to learn English from junior high school. Now Children has been learning English at about 4 years old. Around 4 years old is the best age to play the language foundation, but if the pronunciation is wrong, it will be difficult to correct later. Therefore, the one-on-one online video platform VIPKID endorsed by Movie star Liu Tao came into being, the VIPKID end is a Chinese child, and the other end is a North American teaching-funded English-speaking senior teacher. Through the VIPKID platform, you can talk, learn and practice speaking with foreigners at home. Similar APPs and Sun Yu's endorsements in English are similar in form and will vary in the textbooks. Dada English provides a good guarantee for users. If the teacher is cool, the app will arrange other teachers to attend classes free of charge, no charge, so it will protect the rights of users [5,6].

4. CONCLUSION

With the growth of mobile e-commerce users, iResearch expects, the social e-commerce industry based on WeChat users will have unlimited opportunities for development. Recently, the new species JD Department of Social E-Commerce Fenxiang is put forward. You can link it to JD products, and get a rebate at different amounts, you can also organize group purchases or generate exclusive orders for friends circle recommendation. Whether social e-commerce can re-attack through low-cost fissile dividends can be expected. In the near future, social e-commerce of various brands will take turns, and the social e-commerce platform war has begun.

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