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E-COMMERCE DEVELOPMENT: TRENDS, PLATFORMS AND FUTURE STRATEGIES

This report examines the dynamics of e-commerce, focusing on platforms such as Taobao, JD.com, Douyin and WeChat. It goes into detail about their strategies and the strengths and weaknesses of different delivery methods. The study also discusses future trends, focusing on new technologies and data security.

Keywords: *marketing, e-commerce, social media, data-driven marketing, modern technologies, e-commerce platforms, Delivery methods*

Marketing plays a critical role in the business world, constantly evolving with technology and society. E-commerce, driven by the mobile Internet, social media and new technologies, has ushered in a new era, causing revolutionary shifts in marketing.

E-commerce, carried out through the Internet and digital technologies, has made significant strides. Current trends include:

1. **Social e-commerce.** Platforms such as Douyin and WeChat serve as important channels for product promotion and sales. Through short videos, live broadcasts and social media sharing, retailers are creating more interactive connections with consumers.

2. **Data-driven marketing.** Modern marketing has moved away from blind advertising and instead uses big data analytics, artificial intelligence and machine learning to more accurately target audiences and deliver personalized advertising and products.

In a dynamic market, e-commerce platforms use different delivery methods with their own pros and cons. To further explore this issue, this article will address the following questions:

1. Do different e-commerce platforms such as Taobao, JD.com, Douyin and WeChat have different product delivery strategies and methods?

2. What are the advantages and disadvantages of each e-commerce platform's shipping method?

Taobao e-commerce platform

Advantage: Huge User Base: Taobao has a huge base of active users, providing extensive market coverage.

All Products: From daily necessities to luxury items, you can find almost any product on Taobao, with a wide range of products to attract consumers with different needs.

Improved operations. By providing powerful data analytics and precise marketing tools, merchants can conduct improved operations based on user behavior.

Disadvantage: Fierce Competition: Competition is fierce, market saturation is high, and businesses need to invest more time and resources to continuation of work.

Trust issues. Due to the large number of small sellers on Taobao, consumer concerns about product quality and trust may increase.

Jingdong e-commerce platform

Benefit: Authenticity Guarantee: JD.com specializes in selling authentic products that have earned a high degree of trust and captured consumer attention and awareness.

Commodity System: JD.com's logistics system is very reliable, ensuring fast and reliable service of goods and improving user experience.

Brand influence. As an e-commerce platform, JD.com has a strong brand influence, which helps increase seller recognition.

Disadvantage: Relative fees: Compared to other platforms, JD.com's entry fees and commissions are relatively high, which may put some pressure on small businesses.

Target User Group: JD.com's core users are concentrated in the mid- to high-end market and may not be able to meet the needs of some price-sensitive users.

Douyin e-commerce platform

Advantage: Short videos for product promotion: Douyin is a short video platform suitable for attracting users' attention, and product display is more intuitive and intuitive.

Young User Group: Douyin's core user group is young people who are suitable for promoting young, fashionable and trendy products. **Disadvantage: Transience of content:** Video content is short and product display time is limited, which can make it difficult to convey complex product information.

Creating is Difficult: Since Douying is a massive commercial and intense activity, it is necessary to work hard to produce high-quality and creative content.

WeChat e-commerce platform

Advantage: Social Sharing: WeChat provides social sharing function. Users can share products with friends, increasing product distribution. **WeChat Mini Program:** Merchants can sell products directly through the WeChat Mini Program, providing a convenient shopping experience. **Disadvantage: Users need trust:** There are several fake and low-quality products on WeChat, and users may doubt their authenticity, so it is necessary to increase user trust.

Subject of advertising. The relative variables of user-subjects of WeChat advertising may cause advertising fatigue and affect the shopping experience.

E-Commerce Delivery Review:

E-commerce delivery combines online commerce with social media for marketing and sales. Retailers partner with social media influencers to promote their products and attract followers for increasing sales and brand awareness. The goal is to increase product sales and brand awareness through the influence and interactivity of social media [1].

Let me present below the characteristics, current market share and contribution of the four platforms.

Taobao

Market Share: As China's largest C2C (consumer-to-consumer) and B2C (business-to-consumer) e-commerce platform, Taobao has made enormous contributions to the market.

Key Contributions: Taobao basically started as a C2C model, allowing individuals and small merchants to set up stores and sell various products on its platform. This makes Taobao a huge online shopping marketplace covering almost all product categories.

Features: Taobao is known for its huge user base, rich products and supportive trading system. It also promotes the concept of live streaming and short video delivery, allowing merchants to interact more directly with users through these methods.

WeChat: Market Share: WeChat is the largest social media platform in China with 1.4 billion users.

Main Contribution: WeChat is not only a social networking platform, but also a comprehensive application that includes chat, payment, miniprograms and other functions. WeChat sales refers to sellers who promote and sell products through WeChat social networks, WeChat mini-programs and other functions.

Features: WeChat's huge user base, payment features, and social sharing features make it an important e-commerce platform for product delivery. The development of WeChat mini-programs has also provided merchants with convenient online selling tools.

History and evolution of e-commerce delivery:

E-commerce delivery as a business model has evolved with the rise of the Internet and social media. Below are the main stages of its history and development:

The rise of e-commerce (1990s-2000s). E-commerce began to develop on the Internet, mainly through online shopping websites. During this period, search engines are mainly used to attract traffic and promote products.

The rise of social commerce (2010s to present). The concept of social commerce quickly emerged during this period. Platforms such as Taobao, JD.com, Douyin and WeChat have begun to provide social e-commerce functions, allowing sellers to collaborate with social e-commerce experts on these platforms and directly launch products. This model promotes greater interaction between products and users.

Passion for live delivery of goods (2010s to present):

Live shipping has become a prominent trend in e-commerce product delivery. Through streaming video, sellers and influencers can interact with viewers, demonstrate products and answer questions, thereby facilitating real-time shopping.

Modem platforms and technologies (at the moment). With the advent of new technologies such as virtual reality, augmented reality and artificial intelligence, e-commerce continues to innovate. Some platforms are starting to use virtual fitting rooms and AR technologies to improve the user experience.

Selling through e-commerce has become a modern marketing strategy. By combining social media and e-commerce platforms, e-commerce companies can better reach consumers and drive sales. The success of this model depends on the power of social media, personal branding and real time interactivity.

Different delivery methods have their advantages and disadvantages. Let me analyze their advantages and disadvantages below.

Pros of live broadcasting:

1. Real-time interaction: Salespeople can interact with audiences in realtime, answer questions, conduct product demonstrations, and increase decision-making confidence.

2. Viewers can see the appearance and characteristics of the product in real time, making it easier to make a purchasing decision.

Disadvantages:

Requires stable traffic. Successful live streaming requires a large number of online viewers, which means that merchants need stable internet connections and online viewers.

- Reliance on anchors. Successful live broadcasting often depends on the attractiveness and expressiveness of the presenters. Therefore, merchants may have to partner with known anchors and the cost will be higher.

- Benefits of short video delivery:

1. Attract a young audience. Short videos tend to be more appealing to younger audiences as they are more receptive to short, engaging content.

2. There are more opportunities for creativity here. Retailers can grab the attention of users through creative short videos and spread the word about the product in a short time.

Disadvantages:

The appeal period is too short. The appeal of short videos is usually immediate, and users may soon forget what they watched.

- The accuracy of information transmission is limited, the video time is short, it is difficult to convey complex or detailed product information.

- Pros of promoting on social networks:

1. Social media advertising can be targeted based on user interests and behavior to improve advertising accuracy.

2. Users can interact with advertisements such as likes, comments and reposts to expand the impact of advertising.

Disadvantages:

Precise target positioning is required and advertising must be targeted to a specific audience, otherwise the advertising budget may be wasted.

- There are a lot of advertisements on social media and users may become tired of advertising and marketing and find it difficult to get attention.

- Competition on popular social media platforms is fierce and advertising costs can be higher.

Benefits of search advertising:

1. Accurate placement. Ads can be precisely positioned based on a user's search keywords, allowing the ad to achieve a dominant position.

2. With good cost control, sellers can set advertising budgets and control the cost of advertising investments.

Disadvantages: Highly competitive keywords can lead to higher advertising costs.

Ad rating. Ads with higher rankings typically attract more clicks and require more competition.

1. Users can use ad blocking tools to reduce their exposure.

Benefits of collaborating with internet celebrities:

- Internet celebrities usually have large numbers of devoted fans and followers and can help products gain more attention through endorsements or promotions.

- Brand creation. Collaborating with well-known internet celebrities can improve a brand's image and increase user trust. 3. Internet celebrities can usually create interesting and engaging content to attract users' attention. Disadvantages: 1. Cooperation costs are relatively high, and famous Internet celebrities usually require corresponding cooperation fees. 2. When collaborating with Internet celebrities, you must ensure that the Internet celebrity's values and image are consistent with the brand. 3. Many brands are keen to collaborate with the same influencers and the competition is fierce.

Each delivery method has its pros and cons, as well as unique challenges and threats. Salespeople must choose strategies based on product, target audience, and budget [2]. Often a combination of methods provides greater market coverage. Successful cases on major platforms have common factors: collaboration with famous bloggers, innovative product presentations and user engagement. These platforms offer

extensive markets, convenient logistics, payments, personalized recommendations and advertising services to facilitate shopping. A striking example on Taobao is the live broadcast of beauty blogger Li Jiaqi. It educates users through makeup tutorials, increases interest in products through interaction, offers high-quality, trustworthy cosmetics, and runs exclusive promotions to drive spending.

JD.com joins the 618 Mid-year Shopping Festival, China's premier e-commerce event. They offer a wide range of products including electronics, furniture and food. JD.com's exceptional logistics network ensures fast order processing and nationwide delivery. They use personalized recommendations to show users the products they want in real time.

Douyin uses celebrities to promote products through engaging videos, encourage user participation, and offer in-app purchases.

The WeChat Meituan takeout mini program offers in-app purchases with efficient payments and personalized recommendations. Meituan takeout reaches all WeChat users through public accounts and advertising.

In the future, e-commerce will integrate VR and AR to provide immersive shopping experiences with data-driven personalization and a strong emphasis on privacy. Governments and platforms will crack down on counterfeit products to maintain trust, while cross-border e-commerce expands global access. The future of e-commerce depends on technology, demand and regulatory improvements, as well as adapting to changing consumer and social dynamics [3].

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