

# Thoughts on the Construction of Thesecond-hand Trading Platform of WeChat Small Program Campus

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**ABSTRACT.** *With the popularization of Internet technology and the rapid developnent of mobile peayment, people's living standards are c improving. The purchasing power of college students is also increasing day by day. The desire for consumption is exuberant. The reason for shopping is more the pursue of the trend and beauty. In this context, many college students are blindly impulsive, resulting in a large number of items being idle. These goods have valuein use, but they are no longer used because the buyer loses freshness, this is a comon phcnomenon in college life. So we build the second-hand trading platform. On the one hand, the establishment of campus second-hand trading platform can help college students to solve idle items and free up living space on the other hand, it can also improve the utilization of resources and respond to the call of national green environmental protection and resource conservation.*

**KEYWORDS:** *college students, idle items, second hand transactionsFund*

## **1. The research background**

Nowadays, with the rapid economic growth, the continuous popularization of Internet technclogy, the increasingly perfect e-commerce logistics system and the conven ience of payment methods, more and more people choose online shopping. College students are one of the forces that can't be ignored. According to statistics, the total turnover of Tianmao Platform "Double Eleventh" shopping Carnival in 2018 was 213.5 billion yuan, an increase of 26.9% over the same period last year. In addition, as of 23:18, the 2018 Tianmao Shuang11 Logistics Orders broke the 1 billion mark. Jingdong 11.11 Global Good Things Festival totals more than 159.8 billion yuan. As of 24:00 on November 11, more than 90% of the orders for integrated logistics warehouse service in Jingdong have reached the same day and the next day. On Double Eleventh Day, Netease Koala's turnover exceeded 100 million yuan 229 seconds later, surpassing last year's full-time level 78 minutes later.

Suning spent 97 minutes selling more than last year's whole day. There are more amazing parcels behind such a huge turnover. According to the data of the National Bureau of Statistics, during the peak period of Shuangxi (November 11-16), the postal and express enterprises in China handled 1.882 billion postal (fast) parcels, an increase of 25.8% over the same period of last year. As of 20:00 on the 21st, with the exception of remote areas, 1.83 billion pieces of mail (express) collected by major mail enterprises had been properly invested, with a proper investment rate of more than 97%. In the meantime, the whole network runs smoothly and smoothly, basically realizing "the whole network is not paralyzed, important nodes are not explosive warehouse".

College students are keen on new things and have a high acceptance of new things. There is a broad market for building campus second-hand trading platform among students. Compared with the previous APP, cdoes not need additional download, doesn't occupy memory, and does not have complicated registration and login steps. It has a good user experience. According to the reported data, the cumulative number of users of Wechat widgets has exceeded 700 million, accounting for 70% of Wechat's monthly live users, and users'habits have formed. Building a second-hand trading platform can not only help college students solve idle goods and save space, but also improve resource turnover and respond to the call of the state.

## 2. Market Analysis

### SWOT analysis:

#### (1) Advantages:

The large number of college students can provide a strong user base for the campus second-hand trading platform; online platform does not need physical space, and does not have time and space constraints; target user groups are college students, they have high-level education and easy to accept new things; Trading place is on campus, no extra mailing is needed, and trading is more reassuring; Using Wechat small program capus to build campus second-hand platform doesn't need to download apps to occupy the memory of mobile phones, and has simple operation, so user experience is good; The campus second-hand trading platform mode is simple, replicability is strong, besides, it can quickly radiate to other colleges and universities to promote operation.

#### (2) Disadvantage:

At present, the campus second-hand trading market is not standardized, the popularity of the platform is not high and the trust of users on the platform may not be high enough, which will cause the promotion work may be more arduous; Wechat small program capus must be used through Wechat, so the small program capus can not exist independently of Wechat; the background database must be stable enough to ensure that the widgets do not appear bugs, user information will not be leaked.

**(3) Opportunities:**

College students have a large base, stable consumption groups and similar consumption concepts. Second-hand goods sold or needed are books, materials, daily necessities, sports equipment and electronic products, which can be used for a long time. They are easy to preserve and won't suffer excessive losses in the process of storage. If they can standardize the secondary trading market on campus, a large number of commodities can be reused to improve the utilization of resources, and the goods like postgraduate examination materials are very scarce, it's good for postgraduate students if they can be reused.

**(4) Threats:**

The technical problem of making the Wechat small program capus is still a big challenge. As a new platform, campus second-hand trading platform may not have a high degree of consumer trust than more mature second-hand trading websites. It is also a major drawback that can not be independent of Wechat, so it is necessary to study the corresponding solutions in practical operation in the later stage.

**3. Prospect Analysis of Wechat Small Procedure**

(1) Wechat has become the largest mobile communication tool in China. According to Tencent's quarterly report in 2018, the merger of Wechat and Wechat with MAU has reached 1.04 billion, which exceeds the scale of 753 million mobile netizens in China by the end of 2017. Wechat has achieved a large coverage of domestic mobile Internet users. In 2017, the number of Wechat users reached 902 million, an increase of 17% over 2016, and the average number of Wechat messages sent per day was 38 billion. Behind the huge data is a considerable market. Billions of micro-credit users have laid the foundation for the development of small programs. At present, Wechat small program capus may replace apps in the future. The downloading, version updating, system compatibility and cumbersome registration and login steps of apps are very headache. Some apps can not be found in the mobile application market at all. To download, other ways must be adopted. This undoubtedly increases the risk of mobile phones; and the Wechat small program capus is different, it does not need additional download, and will appear in the search box of Wechat. It only needs Wechat to login and is simple to operate, without the complicated authentication code of app, and will not take up extra memory of mobile phones.

(2) Unlike the well-known second-hand websites, the campus second-hand trading market requires additional postage charges, and the wear and tear of goods on the way is incalculable. It is also different from the traditional flea market, which has time and space limitations. It is also different from the uncertainty of barter, because many students spontaneously barter goods without desire. It is a potential project to control the secondary trading market on campus. The development momentum and prospects are tending to be good. While resolving the idle resources, we can also collect our favorite commodities, kill two birds with one stone, and at the same time, we can get some income in response to the call of the state. The

second-hand trading platform on campus is bound to be welcomed by many college students.

#### **4. Introduction of each module of the platform**

##### ***4.1 Online Trading***

###### **4.1.1 Seller Center**

The seller logs in through the Wechat small program capus, binds the school number and improves the commodity information (including brand, original price, current price, old and new degree, contact information, commodity photos, commodity description, etc.). Administrators will review and publish the merchandise information provided by sellers in the Wechat small program capus, and the merchandise platform will send messages to remind sellers that the merchandise has been put on the shelves.

###### **4.1.2 Buyer Center**

Buyers login through the Wechat small program capus, improve their personal personality tags, select their favorite commodities through search engines or commodity classifications, negotiate with sellers after selecting commodities, and then fix prices and trade venues.

###### **4.1.3 Opinion Box**

Opinion box is the feedback place of buyers and sellers to the platform. There are certain problems in the practice of the platform. Only in the process of constantly absorbing the opinions put forward by users, can it be perfected to better serve college students, better promote the flow of resources and increase the frequency of commodity use.

###### **4.1.4 Background Information Control Center**

Backstage administrators control backstage data in real time, regularly repair the loopholes in small program capus, and audit the authenticity and basic information of the goods provided by sellers. They will classify the goods through auditing, so as to facilitate users to find the goods and improve the user experience. At the same time, the platform will recommend personality according to the buyer's personal label, so as to help users select the right ones to the greatest extent. For merchandise, the Wechat Public Number also regularly publishes tweets about new merchandise on the shelves. The merchandise that has been on the shelves for too long but has not yet been sold will be off the shelves with the consent of the sellers to ensure the timeliness and authenticity of the merchandise information.

##### ***4.2 Off-line field positions***

The first floor corridor of each building will have a larger space. We can make full use of these spaces, put some storage cabinets similar to supermarket storage cabinets, and put some goods in them. When students return to the dormitory and

pass through second-hand goods storage cabinets, they can select them. With the use of them, heartfelt goods can be scanned to pay for picking up, and the administrator dispatches special personnel to replenish and distribute goods. Guarantee the reliability of commodities.

### **5. Platform Characteristics**

(1) Specificity. Campus second-hand trading platform is a platform dedicated to serving college students. Every move is to provide convenience for the life of College students. College students are more aware of the needs of College students. The supply and demand market is strong and the supply is abundant.

(2) Low cost. The second-hand trading platform based on the Wechat small program capus does not need high site fee, it has alow investment cost, is simple mode and easy to promote, the students'consumption concept is similar, and transaction success rate is high.

(3) Easy to build and promote.The registration and construction of Wechat public numbers and Wechat small program capus are easy,while the steps of the official website of the public number platform are detailed.The operation mode of the platform is simple, reproducible, and the radiation range is wide. Once popularized, it can spread virally to other colleges and universities.

(4) Easy to operate. Sellers upload commodities, buyers browse commodities, and there is no complex trading links.We pay attention to the user experience and put the user's feelings in the first place.

(5) High safety. Users of the campus second-hand trading platform are college students. Buyers and sellers deal face-to-face directly. They can see objects in the process of trading. The trading venue is on campus. It is safe and secure. Even if there are problems in the goods, it is easy to find sellers to negotiate and solve them.

### **6. Concluding remarks**

Nowadays, college students have strong purchasing power and consuming desire. The common ways to deal with idle items are to leave them idle, throw them away, sell them through well-known second-hand websites, and use their own social circles to deal with flea markets spontaneously organized by students and so on. Allowing them to be idle not only wastes resources, but also takes up living space; throwing away does not occupy their own living space, but wastes the residual value of idle items; dealing with it through well-known second-hand websites, one needs postage, the other is that the buyer and seller have different definitions of the old and new degree of commodities, and the return rate is high; the communication circle of college students is nothing more than a white wall of classmates, alumni, schools, friends of departments or associations or some second-hand trading groups and so on, these channels spread widely, but the amount of information is too large.The flow of information is too fast and easy to be ignored, and the space of friends circle

may be mixed with micro-commerce, buy-on-behalf, off-campus personnel, part-time information, etc. The information is miscellaneous and users can not quickly find the commodity information they really need. So a special campus second-hand trading platform is very useful and necessary, it can not only help college students solve idle resources, but also to respond to the call of the state, to create a green lifestyle, to build a resource-saving and environmental protection-oriented society, and to improve the resource circulation rate.

Of course, the initial stage of building the platform can not be smooth sailing, problems will also exist, and platform backstage technicians need to continue to study, continue to learn. Specific problems have specific analysis, turn theory into practice. With the combination of online and offline trading means, the special management personnel inspection, coupled with o2o e-commerce model, we can create a more suitable campus second-hand trading platform for college students.

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