

# The Influence of “We Media” on the Status and Development of Online Shopping in China

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**ABSTRACT.** *In the new media era, “we media” has more widely penetrated into human social life, from “Internet +” to “+ Internet”, from “Internet of everything” to “intelligence of everything”. In this era of big data, people's shopping habits have undergone tremendous changes. The appearance of “we media” has greatly enriched people's shopping choices and gradually led the market direction of shopping. More and more businesses begin to publicize their products with the power of “we media”, making it possible to choose more business models and channels. With the rapid development of “we media”, online shopping on emerging media platforms has become a new consumption habit that affects People's Daily consumption. Online shopping stores are full of goods, update quickly and browse quickly. The online consumption platform is updating a large number of commodity information and advertisements every second. With the advent of the era of “we media”, videos full of subjectivity gradually lead the trend of mass consumption. With the support of technology, products are displayed, thus providing more sales channels for many products. Exploration from the present situation and the development of the media and its influence on the development of the present situation of online shopping and is the main purpose of this study, because the media to the network shopping brings new sales channels, by investigating the media's influence on various online users, people's impression of the media, and to study the effects of the media to online shopping, understand the current situation of online shopping and related development direction. With the wide application of network and the media, network shopping still increase gradually, which occupies a large part of the influence of factors, so explore from the media's influence on online shopping must first clear the concept of online shopping and the media.*

**KEYWORDS:** *Online shopping, We media, Status and development, Pattern*

## 1. Introduction

The progress of information technology is constantly driving the transformation of media industry. In recent years, the development of social network and mobile Internet technology has given birth to an emerging media model -- we media. We Media is a way for the general public to begin to understand how to provide and share their own facts and their own news after they are enhanced by digital

technology and connected with the global knowledge system.

With the development of information technology and informatization degree rise, “Guest”, “Blog posts”, “Micro.blog”, “Weibo”, “Messenger”, “Tik tok”, “Kwai”, “Little red book”, “Instagram”, and so on the media platform, for the benefit of personal, self-independence of civilian and people through these platforms anytime and anywhere with text, voice or image dissemination of information on the Internet.

In the we-media environment, as long as there are mobile terminals and networks, we can communicate everywhere and at any time. Since there is no time limit, communication culture has greater openness in terms of time and can be completely Shared, which makes cultural communication more open. When people apply “we media”, they unknowingly understand and receive the global multicultural culture. The divergence and breadth of cultural communication under “we media” are totally incomparable with that of traditional media.

Therefore, another feature of “we media” is the high efficiency of cultural communication. This feature makes cultural communication much faster. An idea, an idea, a culture, can be accepted by tens of thousands of people in a few minutes and then spread.

### ***1.1 Background of the Study***

Due to the early emergence of newspapers, television and other information carriers, they have developed into mainstream media that most people think of. These media are becoming more and more authoritative and reliable for people. In the process of China's construction and development, these mainstream media continue to play a variety of important roles, no matter from any Angle, their influence and authority have no doubt.

With the rapid development of “we media”, it is personalized, diversified and extensive in influence. The marketing influence of “we media” on online shopping is becoming more and more obvious, which has gradually become an important reason influencing online shopping choices. “We media” enables more direct manufacturers not to be restricted by the customer source of middlemen. Because of this approach, merchants take the initiative to attract customers who match each other, and consumers see the multi-faceted nature of merchants, which invisibly achieves the communication between merchants and consumers.

## **2. Conceptual Framework**

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. In this article, the term ‘online’ means ‘on the Internet.’ The term does not only include buying things online but also

searching for them online. In other words, I may have been engaged in online shopping but did not buy anything. Online shopping has been around for about twenty-five years. It has grown in popularity significantly.

The distance between we media and the audience is zero. Rich in content, people can set up their own “media”, when the owner of the media, the published information is completely according to their own will to edit. Some of these information is a running account of the trifles of life, some is a collection of profound feelings about life situation, some is the observation of current affairs and politics, some is the exploration and thinking of professional knowledge.....

### ***2.1 Significance of the Study***

Mobile Internet has become the most important channel for Internet users to exchange information in China, which enables people to have a better understanding of information dissemination and leads to more and more networking, fragmentation and data in People's Daily life. There is no doubt that the development of mobile Internet has entered the “era of the whole people”, and the reasons behind it are that, in addition to the promotion of technology, people's increasing demand for information and the hope for the innovation of exchange mode are also one of the reasons, and this demand is the driving force for the continuous development and enrichment of we-media application platforms. And over the next years, the demand for the Internet will continue to grow.

The value of “we media” has received feedback and recognition from the market. Since “we media” has a strong communication power, which is one of the basic values of the media. If it has the communication power, it will have the marketing value. The aim of marketing is to achieve the most comprehensive coverage and the greatest market impact with the lowest cost. The emergence of we media and the rapid extension of the application field have brought a new way of media communication, which is undoubtedly a marketing communication method with great potential for marketing.

### ***2.2 Definition of Terms***

(1) Online shopping status. The status of online shopping with the popularity of the network development momentum is growing, the age of the audience is expanding, has become an emerging shopping mode

(2) We media. Is a new video information platform with personality and innovation, which is different from traditional media. The current application group has gradually expanded from young people to various ages

(3) Consumer needs. The sum of people's material and cultural needs and their ability to pay and purchase for material goods and services

(4) Advertising effect. The role of advertising works after they are spread through advertising media. From the nature of advertising, it is an input and output

process, the ultimate purpose is to promote and expand the sale of its products, the realization of enterprise profits and development.

(5) Online frequency. Frequency directly determines the amount of information received, and has a crucial link to the affected factors of online shopping.

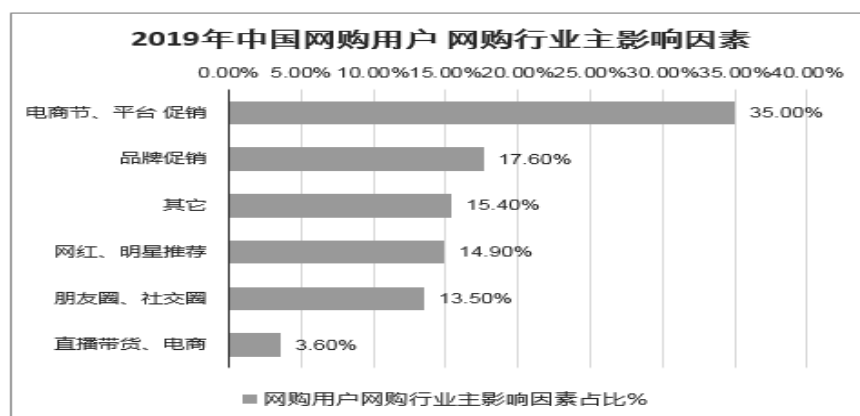
### 3. Review of Related Literature and Studies

#### 3.1 Local and Foreign Studies

The theoretical basis and the literature review at home and abroad meet the requirements of enterprise marketers in the marketing activities to reduce costs and ensure a high coverage and influence of information, because it has a low threshold, low cost and high coverage characteristics. In 2014, wang yujiao summarized “we media” and proposed three advantages of “we media”, as well as the strategies and skills of enterprises in “we media” marketing. It seems that scholars generally hold a positive attitude towards “we media marketing”, believing that “we media” is bound to change the marketing activities of enterprises and improve the efficiency. However, compared with traditional media marketing, some scholars have different views on whether “we media marketing” is more efficient.

### 4. Presentation, Interpretation and Analysis of Data

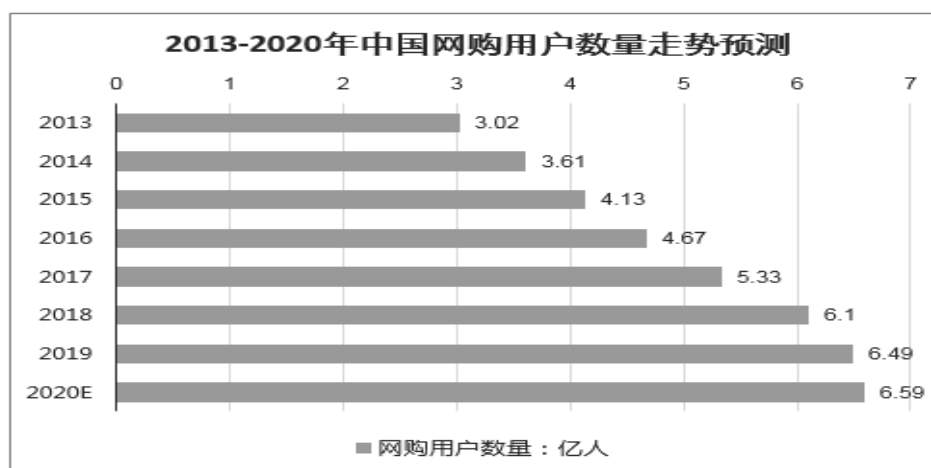
#### 4.1 Respondents Profile



Main influencing factors of China's online shopping industry

shows the influencing factors of China's online shoppers and the online shopping industry in 2019 with a bar chart. Among them, the most influential factors are “e-commerce festival and platform promotion”, followed by brand promotion and

social circle. Related factors of “we media” include Internet celebrities, star recommendation and live streaming products. Although they only add up to 18.5%, the following two sets of data fully illustrate the increasing influence of “we media” on online shopping.



Forecast for the number of online shoppers in China

shows the forecast trend of the number of online shopping users in China. It can be clearly seen from the data that there is a rapid growth trend from 2013 to 2018. By 2018, it has reached half of the country's population, indicating that people are rapidly adapting to this convenient and fast way of shopping. It will continue to grow in 2019 and beyond, which fully shows that the prospect of online shopping is unlimited.

#### **4.2 Summary of the Data**

According to the survey of the interviewees, we have mastered a lot of consumer groups related to we media and online shopping. It fully shows that the audience of we media affects the number of consumers shopping online. In the specific situation of the interviewees, the majority of users from the media are mostly younger users. While watching “we media”, young users are also influenced by its promotion of some products. When browsing “we media” software and videos, users will have the habit of clicking on the products they are interested in, which makes the marketing method of online shopping strategically expanded. It clearly reflects the influence of we media on online shopping sales.

### **5. Summary, Characteristic, Prospect**

#### **5.1 Summary of Findings**

The study made use of the descriptive method of research. The respondents of the study were the 100 we media user of online shopping in China. The online research made use of purposive sampling technique. Questionnaire was used as the main tool in gathering data supported by interview and network survey.

According to the data of the survey, young people have obvious advantages among users of “we media”, and with the continuous popularity of “we media”, its influence on online shopping will only increase. From the information of the interviewees, it can be seen that young people are the mainstream users of online shopping, and young people are also the mainstream crowd of we media. In terms of spending power, people with higher incomes choose to shop online less often. This to some extent limits the development prospects of online shopping.

### **5.2 Conclusion**

In the center of the circle of information communication, the network consumption platform in the form of “we media” has become the deep destination of information communication with consumers at various contact points. It not only provides detailed information, so that consumers have a deeper understanding of the product and influence their purchase decisions; It also facilitates the interpersonal communication among consumers. At the same time, marketers can develop more effective marketing plans by analyzing visitor data.

The emergence of we media enables many marketers to find greater business opportunities in the consumption pattern of online shopping. With the continuous development of digital technology now and in the future, a more intuitive and effective marketing model is being opened.

### **5.3 Recommendation**

The future development prospect is broad, but it is still a challenge to make online shopping widely used by people of all income levels. However, the influence of we media on online shopping marketing platform cannot be underestimated. To achieve excellent pre-sales guidance and analysis and after-sales service is also the goal of online shopping marketers have been pursuing. In the future predictable Internet model, the prospect of online shopping marketing is very worth exploring and looking forward to the updated unlocking method. Before the application of new forms of media or forms of Internet entertainment appear, “We media” will be an irreplaceable marketing means for online shopping.

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