

# Exploring Marketing Models in Mobile E-commerce

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## Abstract

This article analyzes the advantages of interactive marketing models in mobile e-commerce, and discusses the methods of constructing new marketing methods for mobile e-commerce from six characteristics: convenience, security, diversity, innovation, autonomy, and interactivity. It is hoped that this research can provide some reference for relevant personnel, help enterprises accurately position the market, optimize e-commerce marketing strategies, and ultimately achieve significant improvement and sustainable development of mobile e-commerce marketing goals.



Full Text Article



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**Keywords:** mobile e-commerce; Marketing model; Interactive Marketing

## The advantages of mobile e-commerce marketing model

### *The Convenience of Mobile E-commerce*

Mobile payment technology has been widely popularized in China, greatly facilitating people's lives. When handling electronic payment transactions, the public only needs to use the mobile payment function to quickly complete payments, without the need to physically visit banks or other designated locations. Transactions take effect immediately, thereby accelerating the sales and circulation of mobile e-commerce. There are various forms of mobile payment, including remote payment, home payment, and face-to-face payment. The choice of payment method mainly depends on the geographical location and transaction nature of the transaction partner. According to the different payment time points, mobile payment can be further divided into online payment and offline payment. For example, the online transfer operation through Alipay belongs to the online payment category. With the continuous advancement of technology, the application of mobile payment methods in China's e-commerce market has become increasingly frequent, which not only reflects the new trend of interactive marketing in mobile e-commerce, but also brings more convenience to residents' daily consumption.

### ***The Security of Mobile E-commerce***

In the transaction process, the flow of information between merchants and consumers is indispensable. Without effective protection measures, the risk of information leakage will significantly increase, especially in interactive marketing models. Due to frequent interactions between merchants, platforms, and consumers, the security of e-commerce faces greater challenges. To ensure transaction security in mobile e-commerce interactive marketing, both merchant and consumer information must go through a strict review process to verify the authenticity of the information and safeguard transaction security. At the same time, this also provides strong guarantees for preventing information leakage and solving information security issues. When implementing interactive marketing models, mobile e-commerce is committed to building secure and private consumption channels, attaching great importance to consumer privacy protection, and usually effectively preventing information leakage incidents from occurring. The security features demonstrated by mobile e-commerce not only provide it with broader development prospects, enabling it to firmly root in modern economic society, but also further promote the prosperity and development of the economy.

### ***Diversification of Mobile E-commerce***

The interactive impact patterns of mobile e-commerce demonstrate rich diversity. With the continuous optimization and expansion of the Internet environment, many businesses have set foot in the field of e-commerce and adopted the interactive marketing model, which has greatly expanded the scope of consumers' shopping choices, enabling them to choose their favorite products according to their own preferences and needs. The diversity of mobile e-commerce is its most prominent advantage. With the improvement of material living standards, consumers' demands are becoming increasingly diversified, and they pay more attention to the richness of products in the market. E-commerce platforms happen to provide a platform for showcasing such diversified products, meeting consumers' needs. The interactive marketing model not only provides consumers with more screening criteria, but also further enriches the product categories on e-commerce platforms, ensuring that consumers can find products that meet their own needs. Overall, the diversity of mobile e-commerce is in line with the trend of the times, creating more opportunities for its sustainable development.

### ***The Innovation of Mobile E-commerce***

The limitations of traditional marketing models in marketing processes and management have long constrained the market expansion and brand development of e-commerce enterprises. To overcome this challenge, e-commerce companies need to leverage mobile e-commerce technology to innovate their marketing methods and strategies, in order to more effectively promote their brands, shape strong brand effects, and in turn drive the overall marketing and growth of the enterprise. For example, the successful case of e-book advertising demonstrates how to break through the framework of traditional marketing models and greatly enhance consumer interest and participation through the use of online videos as a novel promotional method. This approach not

only breaks the limitations of traditional marketing, but also fully utilizes the potential of digital media, bringing broader market influence and business opportunities to enterprises.

### *Autonomy of Mobile E-commerce*

Internet marketing means, by virtue of its ability to transcend time and space boundaries, enable consumers to easily access the official websites of commercial enterprises through mobile phones, instantly browse products and obtain preferential information, thus stimulating their consumption desire. With the continuous improvement of China's Internet technology, the consumption mode of e-commerce has also been continuously optimized and upgraded. Consumers can now directly purchase goods on the e-commerce platform, without having to visit the official website of the commodity producer alone. This emerging consumption model and the operation mode of e-commerce platforms have significantly improved the efficiency and effectiveness of e-commerce, enabling consumers to enjoy the convenience of shopping anytime and anywhere. In addition, the booming development of China's express logistics industry has further promoted the prosperity of modern mobile e-commerce business. Currently, the development of mobile e-commerce not only creates a large number of job opportunities, but also plays a positive role in promoting China's economic growth and social progress.

### *The interactivity of e-commerce*

Consumer feedback is crucial for businesses as it plays a key guiding role in their production and marketing processes. By listening to consumers' voices, companies can gain insights into the direction of product improvement, thereby enhancing the overall competitiveness and market performance of their products. With the increasing maturity of e-commerce business, the communication bridge between consumers and product producers has become broader. Nowadays, consumers can leave messages directly on the product purchase page to communicate with businesses in real-time, and businesses can more intuitively convey their design concepts to consumers. This efficient communication mode not only helps to better safeguard the legitimate rights and interests of consumers, but also enables enterprises to innovate their product designs based on consumers' valuable opinions, making them more in line with consumers' preferences, thereby comprehensively improving product quality.

## **The necessity of building a mobile e-commerce marketing model**

Due to the widespread use of smartphones, not only has it greatly propelled the pace of technological innovation, but it has also profoundly promoted the flourishing development of the e-commerce industry. In this context, in order to meet the growing demand for selling and purchasing goods through the internet, the mobile e-commerce industry is facing unprecedented development opportunities and challenges. In order to keep up with the trend of the times and produce products that are more in line with social development trends, the industry urgently needs to build a new e-commerce marketing model that meets the requirements of the times. This new marketing model should not only fully utilize the convenience and popularity of smartphones, but also further expand

the boundaries of the e-commerce market through innovative strategies and means, tap into potential consumer groups, improve user experience, enhance user stickiness, and promote the entire mobile e-commerce industry to a higher level of development. At the same time, this will also bring new growth points for enterprises in the related industry chain, promoting economic diversification and sustainable development.

## **Methods for Building Marketing Strategies for Mobile E-commerce**

### *Enhance brand awareness*

Compared to traditional marketing methods, there is relatively less consumer consultation behavior in the online browsing environment, and the customer base covered by the internet is more extensive, which means that online marketing has more potential customers. In order to effectively utilize online resources and convert these potential customers into actual consumers, the key is to deepen consumers' understanding of corporate culture information. Therefore, in the process of promotion, enterprises should fully demonstrate the power of their brand, carefully build and maintain their brand image, in order to enhance their corporate culture and brand awareness, attract more potential customers, and expand their customer base.

### *QR code marketing method*

In recent years, mobile QR code marketing has gradually emerged as an emerging marketing tool. QR codes have won widespread praise in applications due to their large information storage capacity, comprehensive recognition ability, and powerful information error correction function. In enterprise marketing activities, mobile QR codes can almost contain all necessary marketing information, including product introductions, image materials, video files, etc. Consumers only need to scan the QR code through mobile software to easily access various information provided by the enterprise, and have the opportunity to participate in interactive activities such as lucky draws organized by the enterprise. By adopting QR code marketing, enterprises can not only significantly improve marketing efficiency and effectiveness, but also greatly enhance the interaction and quality with consumers. They have successfully integrated traditional marketing models with modern media businesses, laying a solid foundation for further expanding their sales market.

### *SMS website marketing methods*

SMS website is a website registered based on natural language on the mobile Internet, which provides a direct and flexible marketing access point for enterprises. In marketing activities, enterprises can directly send information containing website links to consumers' mobile devices through mass SMS, guiding consumers to click on the links to access the enterprise website. This method is highly efficient and effective, and can quickly attract consumers' attention. In addition, when enterprises use this marketing method, they can also effectively integrate mobile communication and Internet services, which not only provides convenient services for consumers, but also opens up broad space for the development of enterprise business. According to relevant research, the main business entities that use SMS website marketing methods are mostly in the

mobile communication industry, etc. These industries can also use SMS mass sending methods to widely promote product discounts and promotions.

### ***Wireless network marketing methods***

Wireless network marketing covers a wide range of content, mainly involving two categories: WAP websites built by well-known enterprises, and WAP platforms developed by enterprises themselves. These websites or platforms serve as a bridge between businesses and consumers, displaying product related information and images (in ISO format, etc.) intuitively, making it easy for consumers to access product details. In order to enhance user experience, merchants often use wireless LAN technology to allow customers visiting the mall to access the merchant's specially designed wireless network page through their mobile devices. On this page, customers can directly view discount, promotion and other promotional information to stimulate their purchasing desire and promote consumption. Furthermore, some shopping malls may require customers to enter their mobile phone numbers to obtain wireless network access. This measure not only provides customers with convenient internet access, but also allows shopping malls to directly obtain customers' contact information, making it easier to push marketing activity information through SMS in the future.

### ***Marketing methods for mobile business districts***

Mobile commercial district marketing, also known as the mobile commercial street model, is highly favored by users due to its convenience. In this mode, users can easily enter the business circle and select the goods they need. Taking Taobao as an example, this e-commerce platform can be regarded as a model of mobile business district marketing, with a wide range of business scope covering multiple aspects of life such as clothing, food, housing, and transportation. When consumers shop in the mobile business district, they only need to search for their favorite products on the platform to quickly obtain basic information about the products. If necessary, you can also communicate directly with the seller through the chat window to gain a deeper understanding of the product details. The entire consumption process is completed within the mobile business district, which not only effectively reduces the sales costs of merchants, but also saves purchasing costs for consumers, achieving a win-win and convenient situation for both producers and consumers of goods.

### ***Mobile Search Marketing Model***

The mobile search marketing model is known for its high degree of initiative and precision. In the implementation process, various means such as voice search, WAP search, and SMS search can be used. Through these search methods, users can quickly obtain the information they need when searching for their desired products, resulting in ideal usage and user reviews. Although voice search has advantages in convenience, given that the current domestic voice search technology still needs improvement, it may have a certain impact on consumers' search experience and merchants' services in practical applications. Therefore, relevant technical departments need to continuously

optimize voice search services in order to better serve user search and merchant marketing. However, overall, this mobile search method has brought many conveniences to users' purchasing behavior and merchants' sales activities, making it a marketing tool worth promoting widely.

### ***Building a modern mobile e-commerce technology platform***

In the contemporary mobile e-commerce technology system, wireless application protocols, packet wireless services, and mobile location services play core roles. With 5G technology, users can seamlessly access the Internet to fully meet the needs of consumption, production and sales. The application of mobile IP services ensures the roaming ability of users in different network environments by flexibly switching between fixed network addresses and mobile nodes, so that users can easily access the Internet whenever and wherever they want. The network not only has powerful functions and excellent performance on the mobile phone, but also is compatible with the computer service, realizing the Internet information retrieval without network cable constraints. Mobile location technology plays a key role in the process of using the Internet to retrieve information. Enterprise merchants can use this technology to accurately locate users and implement precise marketing strategies, significantly improving the efficiency and results of marketing activities.

### ***Application Model of E-commerce Based on Interactive Marketing***

In the context of traditional mobile e-commerce, the key for enterprises to shape a positive brand image is to win the trust and recognition of consumers. For this purpose, merchants will leverage mobile operators or service providers to push commercial data to potential consumer groups. After receiving this data, consumers can actively access the merchant's product sales platform to gain a deeper understanding of the merchant's information. Merchants further optimize product data based on consumer feedback to better match consumer needs and enhance the overall competitiveness of their products. In addition, in order to improve communication efficiency and effectiveness, enterprises can also build their own consumer platforms and directly publish marketing information to consumers through the platform, allowing consumers to obtain product details in real time.

## **Application Management Model in Mobile E-commerce Marketing: A Case Study of Short Video Marketing**

### ***Application Management of Typical Short Video Marketing Platforms***

Enterprises can choose to publish videos on major social media platforms, such as Tiktok, Kwai, video number and microblog. Through the user traffic and social communication effects of these platforms, the exposure and influence of videos can be improved. Meanwhile, by utilizing appropriate tags and keywords, optimize the search ranking of videos and increase their chances of being discovered. In addition, collaborating with internet celebrities/KOLs (Key Opinion Leaders, a marketing concept that refers to people who have more professional and accurate product information, are recognized by a large number of users, and are easily guided to reach transactions,

with significant influence), and involving them in video production and promotion can leverage their influence and fan base to expand the audience of the video and enhance its dissemination effect.

### ***Production and Communication Management of Marketing Content***

Carefully plan the content theme: explore hot topics, firmly grasp trend elements, grasp user needs, highlight product selling points, and combine the positive story background of the brand to design highly innovative content.

Clear brand positioning: Clearly define the target audience and core values of the product to ensure that the theme elements of short video content align with the brand image, thereby gaining more attention from the target audience.

### ***Content creation and production***

Creative concept: Emphasize originality and uniqueness, attract audience attention through elements such as plot, visual effects, music, etc.

Video production: Adhering to the characteristics of short video e-commerce (such as short duration, fast pace, and large amount of information), using professional filming equipment and technology to ensure video quality.

### ***Selection and Management of Communication Channels***

Analyze the characteristics and user attributes of each short video platform, and select channels suitable for brand communication, such as Tiktok, Kwai, Little Red Book, etc. Develop cross platform promotion strategies, including native advertising, KOL collaborations, challenge competitions, and other forms, to increase exposure and influence. Balancing precise delivery, effective interaction, and scientific data-driven decision-making, forming a closed-loop optimization management process.

### ***Short video user engagement and interaction management***

User participation and interaction, such as bullet comments, play a crucial role in short video platforms. They not only directly promote consumer purchasing behavior, but also play a key role in improving user experience, enhancing user stickiness, expanding brand influence, and achieving marketing goals. In order to effectively utilize this mechanism, short video platforms and content creators need to carefully design interactive strategies and build a positive, active, and sticky user ecosystem.

In terms of interactive content design, short videos can incorporate various interactive elements such as Q&A, voting, challenges, etc. These elements can stimulate users' enthusiasm for participation, encourage them to comment or create related videos to respond. At the same time, using popular topic tags is also an effective way to attract user participation. It can trigger extensive

discussions and encourage more users to participate in related video production and sharing activities.

In order to further motivate users' interactive behavior, short video platforms can establish reward mechanisms such as leaderboards, point systems, and virtual gifts. These rewards can not only stimulate users' interactive behaviors such as commenting, liking, and sharing, but also enhance their sense of belonging and loyalty to the platform. In addition, organizing user generated content competitions or solicitation activities is also an effective way to enhance user engagement. By giving outstanding participants physical prizes, certification marks, or other forms of recognition, it can further stimulate users' creative enthusiasm.

Collaborating with influential bloggers or internet celebrities is an important way to increase user engagement in community building. These KOLs have a huge fan base, and their participation can quickly attract a large number of users to follow and participate in interactions. Meanwhile, establishing official fan groups or interest groups is also an effective way to enhance communication and sense of belonging among fans. By regularly posting interactive topics and exclusive benefits, we can further consolidate the cohesion and activity of our fan base.

Personalized recommendation is an important means to increase user viewing time and interaction probability. By utilizing artificial intelligence and big data technology, short video platforms can accurately push video content that users may be interested in based on their viewing history, preferences, and behavior data. This personalized recommendation method can not only enhance users' viewing experience, but also increase opportunities for interaction between users and the platform.

## Conclusion

With the continuous advancement of science and technology, mobile e-commerce models for marketing on mobile payment platforms have emerged one after another, and mobile e-commerce marketing has achieved good results. With the continuous promotion and popularization of mobile e-commerce, the further development of mobile payment and e-commerce technology will also give rise to more marketing models, and e-commerce will also develop new achievements. So in order to further promote the progress and development of China's e-commerce industry, it is necessary to be based on reality and innovate e-commerce interactive marketing.

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