

Analysis on The Profit Model of B2C E-Commerce Enterprises

Qixin Liu

School of Management, Xi 'an University of Science and Technology, Xi 'an 710054, China

lqxgkzy@sina.cn

Abstract

In today's society the electronic commerce development momentum, a large part of consumers are beginning to replace the traditional shopping patterns in the form of online shopping, at the same time, more enterprises are also increasingly in B2C business, and have set out to build a network shopping mall, create a brand for oneself, to raise their competitiveness, but also strengthen its logistics capability and enhance the publicity on its website, competition in many online shopping platform, online shopping market is becoming more and more prosperity, competition also gradually increased. At this time, B2C e-commerce has become a development direction of online shopping profit.

Keywords

B2C,E-commerce, Profit model .

1. Introduction

At present, with the continuous development and improvement of Internet technology, the development of e-commerce is getting faster and faster. Therefore, there are more and more new B2C e-commerce websites, and many traditional enterprises in the past also begin to develop towards e-commerce, which promotes the development of e-commerce industry. Even if the current scale and trading volume are very good, but many B2C e-commerce enterprises still do not have sustainable profits, so, enterprises must establish a model that can adapt to the industry, to ensure that enterprises can achieve sustainable profits.

2. Profit Model of B2C E-commerce Enterprises

2.1 CPS Marketing of Website Alliance

CPS, namely an advertising model, is based on sales into, B2C e-commerce sites is a kind of advertising alliance platform, based on the CPS model billing, as long as it is some of our domestic legal website platform can be joined on a free transfer in the site, then log in to get the AD code, so you can put it in related website advertising, consumers could enter the website for shopping, shop owners can charge transaction fees. Through the CPS mode to a large extent to reduce the cost of advertising, and at the same time there is a great increase in the number of web site visits, consumers are more.

2.2 Customer Experience Marketing

The site must create its own brand that consumers can remember and engage with by launching a service experience platform. For example, some fitting and experience activities can be carried out so that customers can get free trial products after filling in their real information. After the trial, customers will evaluate the product to a certain level, let customers explain the product, communicate and interact with each other, and let customers subconsciously recognize the product.

2.3 Excellent Word of Mouth Marketing

At present, the credibility of media advertising is gradually declining. In view of this, B2C e-commerce websites can no longer use media advertising and choose to form a good reputation among customers through word of mouth marketing, which to some extent improves product sales. B2C e-

commerce sites carry out bonus points for customers, so that old customers can recommend to their friends, so as to achieve the goal of publicity.

2.4 Membership Marketing

In the customer to the shop after the purchase of goods can become a member of the shop, the more goods to buy the membership level will grow accordingly, the higher the level can enjoy quality membership services, such as free books and enjoy membership zone services. Under the influence of these services, members have a sense of belonging to the brand and enhance the emotional communication between customers and enterprises.

2.5 Adopt the Asset-Light Model

B2C e-commerce enterprises abandon the cumbersome set made with store sales for the integration of the operation mode of the heavy, only need to leave some necessary warehouse and service departments such as Marketing Department, focused on creating a trusted consumer brand, guarantee product quality, the accelerating development of the whole enterprise. The B2C e-commerce enterprises to a comprehensive understanding of customers and markets, according to the requirements of customer needs and the development of the market rules to design the corresponding products, to produce trading service center and website for media, and then you can use your own logistics company or cooperative logistics company is responsible for the delivery of goods to customers, receiving and confirmation. The whole mode not only reduces the price of commodities purchased by customers, but also greatly saves the cost for B2C e-commerce enterprises, making them more competitive.

3. Optimize the Profit Model of B2C E-commerce Enterprises

After analyzing the profit model of B2C e-commerce enterprises, we know that enterprises must provide long-term exploration to find a development direction that is more suitable for them, and keep innovating and improving the profit model to achieve sustainable profit.

3.1 Implement the Marketing Concept of Customer First

Although the present many B2C e-commerce enterprise has made a great improvement in view of the user experience and has obtained certain achievements, but can't ensure that every customer can satisfied, there are still some customers not too happy with the product or service, so enterprises must continuously improve their service quality, improve the quality of the user experience, in order to achieve the purpose of customer satisfaction.

3.1.1 Establish Some Online Feedback Channels for Customers to Evaluate

Many B2C e-commerce enterprises have set up some current feedback channel, but in fact didn't good functional and practical, such as negative evaluation has the enterprise to customers for goods to be deleted or not according to wait for a phenomenon, in large part to the enthusiasm of consumer feedback is also a kind of blow, even have a negative impact. Therefore, enterprises must cancel the mechanism of screening bad evaluation, so that customers can feedback their real feelings, collect more Suggestions from customers, and then make targeted improvements.

3.1.2 Service Details

In view of the enterprise service, the enterprise must formulate some detailed service system, try its best to meet the reasonable requirements of customers, and think for customers wholeheartedly. In addition, enterprises should also actively design new products according to the needs of consumers, so that customers can feel the value of products in details.

3.2 Build a Good Brand Image

Enterprises to obtain long-term development must be carefully determined on their own brand image, enhance their brand image, this request on the advertising is about to change, not sales the measure at a low price, but through creating their own good brand image, make small give this to the brand trust and rely on. Many consumers will always be affected by the psychological effect when they

consume. They will take brand into consideration when they buy goods. Brand-name products can always meet the psychological needs of customers. Therefore, enterprises should fully grasp the psychological effect of customers, enhance their brand influence, increase customers' trust in the brand and sense of pride in purchasing. We can start from the following points:

3.2.1 Choose Appropriate Brand Image Spokespersons

At present, many B2C e-commerce enterprises are constantly replacing their brand image spokesmen without good star effect. Therefore, it is necessary for enterprises to use appropriate brand image spokesmen to form a high-end brand image in the minds of consumers.

3.2.2 Optimize The Expression of The Product Terminal

The enterprise product terminal performance mainly manifests in the commodity packing as well as the design and the logistics service quality. Many B2C e-commerce enterprises may do well in packaging and design, but the quality of logistics and service is not good. Enterprises must optimize service quality, provide service training to relevant personnel, formulate unified and standardized service standards and build corresponding service mechanism. Then, some incentive measures will be developed to motivate the staff involved in the quality service to make customers more favorable to the brand.

3.2.3 Continuous Innovation and Improvement of Enterprise Products to Make the Enterprise More Brand Vitality

In order to achieve long-term development, enterprises must be innovative and innovative, constantly innovate and improve products, increase the variety of products, and meet the needs of customers to the greatest extent, so as to make enterprises more brand vitality.

3.3 Build Coalitions and Scale

At present, many e-commerce websites do not adopt the alliance mechanism, and more enterprises begin to develop towards e-commerce. They want to occupy a certain market in the field of B2C e-commerce, so the competition in this field is increasingly fierce. Basically, many e-commerce enterprises attract the attention of consumers through advertising and low-price marketing of their products. If they do not establish alliances but rely on their own unilateral efforts, they may suffer great losses. Therefore the enterprise must consider the establishment alliance fully, wins by the scale. Specific measures can be adopted as well as the following points:

(1)Enterprises can establish alliances with other B2C e-commerce websites, sign cooperation agreements, and share resources with each other to improve the utilization rate of resources. Consumers can buy the products of the company at the alliance sites and expand the market.

(2)Through the establishment of the alliance relationship, the advantages of the alliance enterprises are complementary to each other, and a large amount of human and material resources are saved for the development of new products. Technology sharing and active cooperation in the development of new products, as well as the innovation and improvement of products, are also a kind of satisfaction to the personalized needs of consumers.

(3)If customers are not satisfied with the quality of purchased products or distribution services, they can ask local alliance enterprises for distribution or after-sales service when they want to return the products, which largely solves the problem of inventory and distribution of the products.

4. Conclusion

In a word, as the ultimate goal of B2C e-commerce enterprises, they still need to obtain economic benefits. The main difference between different B2C e-commerce enterprises is the different profit models. Therefore, enterprises must conduct a full survey of the e-commerce market, have a more comprehensive understanding of its characteristics, and be able to have a full understanding of its characteristics and the matters needing attention in making profits, reform and innovate the traditional profit model in the past, and effectively get rid of the current dilemma faced by B2C e-commerce

enterprises. Then it will organize, integrate and properly manage e-commerce, seize the market and build a sustainable profit model for long-term implementation.

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