

Analysis on the Management Mode of Mobile Social E-commerce on the Female Community Platform “Little Red Book”

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Abstract: This article takes the female community platform “Little Red Book” as an example to focus on the management model of Mobile Social E-commerce. Firstly, starting with the business model of Little Red Book’s mobile community, this paper explores the core elements of Little Red Book’s mobile community management; On this basis, the focus is on analyzing the management methods and product function models of Little Red Book’s mobile community; Finally, it was discussed that the key to the success of Little Red Book lies in stimulating user sharing fun and using word-of-mouth marketing to promote convenient shopping. This article explores the management model and successful experience of Little Red Book’s community e-commerce, aiming to provide some reference and inspiration for promoting the common prosperity and development of the Mobile Social E-commerce industry and women’s economy.

Keywords: Mobile Social E-commerce; Female Community Platform; Sheconomy; Management model; Precision marketing; Intelligent algorithms

Introduction

In recent years, with the significant improvement of women’s social, economic, and cultural status, a new economic phenomenon - “sheconomy” is rising globally. The core of sheconomy lies in the rise of female consumer groups. As consumers, women have higher purchasing power and a wider range of consumption choices, which have had a profound impact on the market. At present, it covers multiple fields from fashion and beauty, home life, health and wellness to education and training, financial investment, etc. It not only reshapes the traditional consumer market, but also promotes profound changes in economic structure.

With the rapid development of the Internet and the popularity of mobile devices, Mobile Social E-commerce has become an important area of e-commerce development, especially in young consumers. Through mobile Internet, social media and e-commerce platforms, women can more easily access product information, share shopping experience and exchange consumption experience. E-commerce platforms also provide women with more shopping choices and more convenient shopping methods, further promoting their economic development. In this context, Little Red Book has attracted a large number of female users with its unique community culture and content ecology. Users can share shopping experiences and life insights, browse other people’s shared content, and discover their favorite products and services on the platform of Little Red Book. The community-based shopping model improves user engagement and stickiness, while providing merchants with more accurate user profiles and marketing channels. This article aims to explore the Mobile Social E-commerce management model of the women’s community platform “Little Red Book” as an example, in order to provide valuable reference for research and practice in related fields.

I. The Business Mode of Mobile Social E-commerce Platform “Little Red Book”

Mobile Social E-commerce is a new business model derived from the community economy ecosystem, with common interests and values as the core concept. It constructs communities through platforms such as WeChat and Weibo, activates and converts customers, and realizes the monetization of products and services. Little Red Book was founded in 2013 and is a social e-commerce platform primarily focused on female users. It belongs to content based community e-commerce, and by building a community based on common interests and values, it closely integrates shopping and social interaction, providing users with a brand new shopping experience. The community construction of Little Red Book provides convenient shopping channels and rich product choices for female users, promotes the formation of community culture and content ecology, promotes communication and interaction among female users, not only enhances their sense of belonging and stickiness, but also provides more marketing opportunities and creative inspiration for businesses.

In addition, Little Red Book actively explores new business models and marketing strategies, introducing KOLs (key opinion leaders) and celebrity endorsers to enhance brand awareness and influence; By launching customized and personalized products and services, Little Red Book aims to meet the personalized needs of female users; Expand sales channels and user experience through the integration of online and offline channels. By creating a social circle and consumer ecosystem for female users, Little Red Book continuously innovates and greatly enhances its market competitiveness, developing into the most popular Mobile Social E-commerce platform dominated by women, and also promoting the development of sheconomy.

II. Analysis of the Management Mode of Mobile Social E-commerce Platform “Little Red Book”

The operation and management of Little Red Book covers multiple key links, each of which is crucial. The analysis mainly focuses on the core elements, management methods, and product functions of Little Red Book’s Mobile Social E-commerce management:

2.1 Core elements of the Little Red Book management

2.1.1 Deepen the social experience on mobile devices and enhance user stickiness

With the popularization of smartphones, mobile app applications have become an important part of users’ daily lives. Little Red Book continuously optimizes the social functions of its mobile applications to meet user needs and enhance the mobile social experience, which can significantly enhance user engagement and loyalty. Users tend to share life experiences on social media platforms, especially female users. Little Red Book has a profound insight into users’ enthusiasm for sharing selfies, especially among female users. At the same time, it supports likes, comments, and sharing among users, allowing them to easily share their life and shopping experiences. By strengthening social interaction on mobile devices, it greatly enhances user engagement and stickiness.

2.1.2 Relying on mainstream social platforms to expand user base and traffic

In order to further expand the user base and increase platform traffic, Little Red Book platform supports third-party login and actively carries out deep cooperation with mainstream social platforms such as Weibo, QQ, WeChat, etc. The expansion of multi platform channel traffic has greatly increased the exposure of Little Red Book. Users can easily access the Little Red Book platform through one click login, simplifying the user login process to improve the user experience, better attract and retain users, and increase the exposure and number of users of Little Red Book, laying a solid foundation for the sustained development of the platform. By integrating with other social platforms, Little Red Book can leverage their vast user base and traffic to increase its visibility and user activity, helping it maintain stable growth in user numbers and traffic in a fiercely competitive market.

2.2 Management Method of the Little Red Book

2.2.1 User Management

The mobile user base of Little Red Book is huge, with 4.5 million users and a daily active user base of 1 million. To continuously attract traffic, Little Red Book actively shares innovative concepts in the fashion field in various online communities and continuously optimizes the user experience. In the early stage, Little Red Book focused on the “Weibo+Women’s Vertical” strategy, providing users with convenient functions of “sharing links+instant purchases”, making it easy for users to share and purchase products on the other e-commerce platforms. At present, Little Red Book has further expanded its “magazine” function, creating a more diverse information sharing platform for users, meeting the personalized needs of different user groups, and enhancing the sharing and dissemination of information among platform users.

2.2.2 Content management

The core concept of Little Red Book’s creation is not only to establish an e-commerce platform, but also to establish a platform dedicated to transmitting women’s fashion culture, to help women become more beautiful. In terms of content management, Little Red Book always adheres to the core area of women’s fashion, committed to helping female users discover, pursue, and showcase beauty. Female users have a high interest in fashion content and do not pay much attention to the publishers of the content. The vision of Little Red Book is to enable every female user to have their own personalized and beautiful posters. Through sharing and display, users can have a deeper understanding of fashion information and personal style.

2.2.3 Marketing Strategy Management

Little Red Book has adopted a multi-channel communication strategy in its marketing strategy. Firstly, by increasing communication channels between the platform and users, such as official websites and mobile apps, we ensure that users can access the latest fashion information and promotional activities anytime, anywhere. Secondly, Little Red Book has established close cooperation relationships with major social media platforms, e-commerce platforms, travel platforms, etc. Through mutual drainage and mutual benefit, we have jointly created a more complete shopping ecosystem. Meanwhile, by analyzing multidimensional user data, applying intelligent algorithms and precision marketing, Little Red Book can accurately grasp user preferences and behavior patterns, and present personalized content recommendations and product choices to users. Little Red Book’s innovative marketing strategy has been recognized by users and has sparked a new wave of shopping sharing in the shopping circle.

2.3 Little Red Book Product Function Mode

The Little Red Book platform has developed a rich range of product features, mainly including modules such as browsing treasures, flipping magazines, pairing shows, welfare societies, group buying, and good stores. Through its diversified functions, it provides a comprehensive fashion experience for beauty enthusiasts. In “Strolling Babies”, users can browse popular items and fashion information, and collaborate with millions of users to create fashion trends; In “flipping magazines”, different categories of fashion magazines can meet the personalized reading needs of users; In the “matching show”, users can learn fashion matching and enhance their personal image taste. At the same time, Little Red Book has gathered numerous well-known fashion experts to share beautiful insights and shopping experiences, allowing users to have zero distance contact with beauty. In addition, “welfare societies” can provide free trial and try on opportunities, allowing users to experience fashionable items for free; The “group buying” function can bring users more high-quality and affordable choices; Finally, the “Good Store” feature selects the top 100 fashion stores and provides users with a one-stop shopping guide, making shopping easier and more convenient.

III. The key to the success of Mobile Social E-commerce Platform “Little Red Book”

3.1 Stimulate the fun of user sharing and communication, and create an interactive shopping experience

The Little Red Book platform excels in stimulating the fun of user sharing and communication, creating an interactive and positive shopping experience for users. The slogan “Discover, bookmark, and share your beautiful moments” on Little Red Book accurately captures the psychological needs of female users. Through sharing, female users can not only receive recognition and praise from other users on the Little Red Book platform, but also stimulate their internal sharing motivation, allowing users to enjoy the fun of sharing and communication. The positive interactive experience greatly enhances user engagement and can attract more users to join, sharing the joy of shopping together.

3.2 Convenient shopping with word-of-mouth effect

The Little Red Book platform provides convenient shopping with word-of-mouth effects. Little Red Book flexibly utilizes the word-of-mouth effect, supporting users to share product information from other e-commerce platforms with Little Red Book. Other users can jump to the purchase page of the product through the sharing link. The convenient shopping method not only meets the needs of users, but also promotes the dissemination and sales of the product, achieving efficient conversion of word-of-mouth marketing. By leveraging the word-of-mouth effect, Little Red Book has built a highly trusted shopping environment through genuine sharing and evaluation among users, allowing users to fully enjoy a convenient and efficient shopping environment and an interactive and interesting shopping experience, thereby enhancing user stickiness.

IV. Conclusion

In summary, this article provides an in-depth analysis of Mobile Social E-commerce on the Female Community Platform “Little Red Book” and reveals its key aspects of success. Firstly, Little Red Book has effectively increased user stickiness by deepening its social experience on mobile devices, and has expanded its user base and traffic by collaborating with mainstream social platforms. Secondly, in terms of management strategy, Little Red Book has implemented refined user management, content management, and marketing strategies, ensuring the richness of platform content and the effectiveness of marketing. Then, Little Red Book developed a wealth of innovative product functional modules, effectively enriching the shopping experience of users and greatly promoting interaction and sharing among users. Finally, the Little Red Book platform successfully stimulated the fun of user sharing and communication, created an interactive shopping experience, and provided a convenient shopping path through word-of-mouth effect, enhancing user shopping satisfaction. Little Red Book has further promoted sheconomy development by creating a social circle and consumer ecosystem for female users.

With the growth of women’s consumption power and the upgrading of consumption models, Little Red Book will continue to deepen its exploration of the women’s market, continuously innovate mobile community business models and marketing strategies, and inject new impetus into the development of the women’s economy. This trend will also bring broader market space and commercial opportunities to Little Red Book, promoting the common prosperity and healthy development of the Mobile Social E-commerce industry and women’s economy.

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