

Study of the Brand Value of Sichuan B2C Online E-Commerce Trading Platform from the Perspective of Internet Memes Based on Mobile Social Platform

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Abstract: Memes can quickly become a shared cultural phenomenon for people in different markets. Harnessing these widespread phenomena can bring opportunities for businesses. But memes are fleeting, and it is hard for a large corporation to respond quickly enough. Getting it right culturally is an even more challenging prospect. Propelled by a rapidly expanding consumer market and the development of digital technologies, China's eCommerce continues to grow all the rage across the country. Being ranked 1st worldwide by its online retail sales, with its eCommerce market contributing more than half of the country's retail sales in 2021, China's eCommerce appears to be a zesty delicacy for brands to taste a tip. Coupled with the accelerating consumers online in the current economic situation, businesses could reach Chinese consumers by selling online. This study focuses on the influencing factors of loyalty, satisfaction, functionality, and brand association relating to Sichuan brand value perception. The three research objectives are; to explore the economic impact of the brand value of the B2C network e-commerce trading platform on related companies, to evaluate the influencing factors concerning to trading platform for brand value creation, and to make feasible suggestions on how the e-commerce trading platform for better services from the users.

Keywords: Brand Value of B2C Online E-Commerce Trading Platform; Perspective of Internet Memes; Mobile Social Platform

1. Introduction

With the update and development of Internet big data and Internet technology, online shopping, cloud payment, and other socialized lifestyles relying on the Internet gradually occupy our lives. According to the 47th "Statistical Report on China's Internet Development Status" released by the China Internet Network Information Center (CNNIC) in Beijing on February 3, 2021, as of December 2020, my country's online shopping users reached 782 million, an increase from 2020. In March 2020, it increased by 72.15 million, of which mobile online shopping users reached 781 million, an increase of 73.09 million compared with March 2020. In line with the supply-side structural reform, the online e-commerce trading platform will continue to update and develop to meet consumers' ever-increasing and changing consumer demands and promote the development of a dual-cycle economy at home and abroad. Unlike the traditional B2B and C2C transaction methods, the BtoC online e-commerce transaction method can give consumers a more convenient and lower-priced shopping experience. With the change in a fast-paced lifestyle, this kind of transaction method is more prevalent among young people. It has gradually developed from high frequency and low consumption to increased frequency and high consumption. With the gradual coverage of the Internet, the consumer group has steadily expanded from young to middle and high age groups, and the online e-commerce trading platform will gradually develop towards the direction of nationalization.

2. Theoretical Basis

2.1 Theoretical Significance and Value

With the update and development of Internet big data and Internet technology, online shopping, cloud payment, and other socialized lifestyles relying on the Internet gradually occupy our lives. In the theoretical sense of the China Internet Network Information Center, most current scholars' research on meme dissemination focuses on the motives and behaviors of mobile social media users such as Douyin and Weibo. Most of them exist in the study of the influence of college students' behavior on their identities, and the research scope is narrow. It mentioned constructing personal identity images by imitating and disseminating memes but did not conduct detailed research. Most of the research on the B2C network e-commerce trading platform is on Taobao and JD.com, and the research on Pinduoduo mostly focuses on analyzing its marketing strategy and profit model.

2.2 Practical meaning and value

In a practical sense, the online e-commerce trading platform has developed rapidly in recent years. With the continuous advancement of technology, it is expected to realize the form of digital shopping for all in the future. Consumers still doubt B2C-type online e-commerce transactions, including quality, service, etc. With the attention and support of the government, B2C-type online e-commerce trading platforms will gradually develop towards institutionalization and quality. The research on related media will be of great significance to how the online e-commerce trading platform can effectively spread the brand value and enhance customer satisfaction and loyalty.

3. Understanding the Brand Value of Sichuan B2C Online E-Commerce Trading Platform from the Perspective of Internet Memes Based on Mobile Social Platform

3.1 Brand Equity Engine

Zhang; & Sun. (2015) ^[1] proposed the model divides the factors that determine brand equity into two categories; one is "hard" attributes, that is, consumers' perception of the tangible or functional attributes of brand products; the other is "soft" attributes, reflecting the emotional brand benefits offered to consumers. The model establishes a set of standardized questionnaires, and through a specialized statistical software program, a standardized score of the brand equity of each brand under investigation can be obtained. The standardized scores of these two indicators are obtained in terms of brand affinity (Affinity), that is, emotional attributes, and brand function (Performance), that is, functional attributes, and further decomposed into the scores of each sub-item so that we can understand the impact of each sub-item factor on the brand. Contribution to the total value score and which factors contribute the most to brand equity is driving brand value. Brand Affinity is determined by three indicators: Brand Authority, Brand Identification, and Brand Approval. It consists of four parts: Accepted Everywhere, Competitive Charges, and Customer Services.

3.2 Brand Value

Zhang (2000) ^[2] defined the existing literature on brand value evaluation, and analysis models based on the perspective of consumers, brand loyalty, brand image, brand quality, and brand perceived value are the focus of scholars' research. In the five-dimensional brand value model, brand loyalty, popularity, perceived quality, brand association, and other brand assets affect brand value, of which brand association is the most recognized dimension.

4. The Conceptual Framework for the Research Study

4.1 Internet Memes

There are many online memes, from static images with text overlays to short GIFs and video clips. Popular ideas like planks or owls and other silly internet fads come and go fast. Whatever form they take, memes tend to share specific traits. They are easy to use, generally straightforward, and have minimal text. They tend to be done in an easy-to-share format, spread through social networking sites, and quickly boost images and videos through social share buttons and the web.

5. The Brand Value of Sichuan B2C Online E-Commerce Trading Platform from the Perspective of Internet Memes Based on Mobile Social Platform

Fan, X & Chen. (2002) ^[3] studied B2C (Business to Customer) as a way for companies and consumers to conduct transactions through online platforms, mainly through online retail, such as Taobao Tmall Mall, Suning.com, and Jingdong Supermarket. With the gradual improvement and standardization of online shopping supervision in China, the strengthening of the logistics and distribution system, the large-scale increase in the number of netizens in my country, and the continuous improvement of online e-commerce trading platform services, the difference between B2C-type online e-commerce trading platforms in the front and back ends is in Shrinking, the market matures. However, since the B2C-type online e-commerce trading platform is still developing, domestic research is gradually increasing; they mainly focus on brand marketing, brand profitability, and brand development and rarely observe and study brand value from the consumers' perspective.

6. Conclusion

B2C-type online e-commerce platforms can provide users with a more convenient and lower-priced shopping experience. Still, no matter how affordable, they must lay a solid product foundation and take high-quality products as their core services. Although B2C-type online e-commerce transactions are more direct, system supervision is more complicated. While giving merchants a certain degree of freedom, the platform should strengthen the management of merchants' products and control low-quality products promptly. Only by laying a solid product foundation and improving its functional attributes can users gradually improve their existing brand awareness. It is not only to promote the platform's popularity but also to drive high-quality word of mouth with high-quality products, no longer give users the impression of using the platform "one-time," and let users spontaneously promote. B2C-type online e-commerce platforms can provide users with a more convenient and lower-priced shopping experience. Still, no matter how affordable, they must lay a solid product foundation and take high-quality products as their core services. Although B2C-type online e-commerce transactions are more direct, system supervision is more complicated. While giving merchants a certain degree of freedom, the platform should strengthen the management of merchants' products and control low-quality products promptly.

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