

Thoughts on the Integrated Development of New Media and E-commerce

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Abstract: The arrival of the new era not only provides a broader platform for new media and e-commerce, but also has a great impact on their development mode. The increasing maturity of Internet technology provides more powerful support for the development of e-commerce, and also makes the renewal of traditional e-commerce marketing model an inevitable trend. This paper first analyzes the inevitable trend of new media e-commerce, then studies the impact of new media e-commerce on people and society, and finally puts forward some problems in the combination of new media and e-commerce.

Keywords: Integrated development; New media; E-commerce

1. Background introduction

With the development of the times and the improvement of science and technology, e-commerce platform has gradually entered everyone's life. At the same time, multimedia technology has also developed rapidly and gradually matured, which provides a good condition for the integration of the two and an opportunity for the further development of e-commerce platform. The combination of new media and e-commerce has become the gradual trend of marketing in China, which promotes the rapid development of China's economy and e-commerce industry.

2. New media e-commerce

New media e-commerce refers to a new integrated development model that integrates new media technology and e-commerce technology to build a composite platform with both the characteristics of new media platform and the functions of e-commerce platform, which can be drained with the help of the characteristics of large traffic of new media platform, so as to promote the sales of e-commerce products.

China's new media business, has two different development modes at present. The first is the new media platform, which leads to the e-commerce business. The typical video platform is the short video platform such as Tiktok. The second category is the traditional e-commerce enterprises represented by Taobao, which sell goods by introducing live broadcast sales into the original e-commerce platform. No matter which mode is adopted to develop new media e-commerce, we are exploring the integrated development mode of new media and e-commerce, constantly promoting the development of the industry and driving the better development of the Internet economy.

3. Reasons for the integrated development of new media and e-commerce

E-commerce has the advantages of convenience and low cost. With the help of the Internet, transactions can be completed quickly, but there are also disadvantages that consumers can't see goods intuitively. With the development of the new media industry, the new media industry system has gradually improved, and there are many kinds of short videos, live broadcasts and so on. Before the integrated development with e-commerce, the revenue of the new media industry mainly came from cultural content, advertising and other aspects. Nowadays, the integration of new media economy and e-commerce has spawned a number of e-commerce platforms drained by new media platforms. In the process of the integration of new media and e-commerce, it has innovated the e-commerce sales model, combined the traditional network marketing with live broadcast and short video, and improved the sales volume of products and created economic benefits by means of live delivery and advertisement implantation in short video. Through the integration of new media and e-commerce, a new profit model has been formed. On the one hand, it can improve the e-commerce sales model, on the other hand, it can also promote the development of new media economy.

4. Impact of new media and e-commerce integration development

Integrated development has produced a new industry, namely new media e-commerce, which often carries out e-commerce activities through new media communication and relying on new media platforms. Its essence is to transform new media into the power source of e-commerce development. Therefore, the main purpose of integrated development is to actively use the advantages of the new media industry to promote the development of e-commerce, and then promote the development of Internet economy.

4.1 E-commerce sales channels are widened

At present, e-commerce presents the development advantage with diversification as the core. In order to establish a diversified marketing approach of e-commerce, it is necessary to use multimedia technology to transmit information through various ways, such as text, pictures, video, audio, etc., so as to promote products and build a diversified marketing approach with practical, novel form and strong attraction. Compared with the traditional e-commerce sales methods in the past, e-commerce sales channels under the influence of new media are more and more extensive. Of course, we should also attach great importance to consumers' experience and perception of goods, so that consumers can gradually rely on products.

4.2 Diversification of e-commerce marketing modes

Due to the needs of social development in recent years, the traditional e-commerce marketing model can no longer meet the needs of the current society for marketing development. Therefore, in order to find a breakthrough, the integrated development of new media and e-commerce came into being. All walks of life through multimedia network promotion and marketing has become a new situation of China's current national economic development. It can be considered that new media e-commerce is regarded as a new business form of marketing development and a new way of improving services and marketing products in all walks of life.

4.3 E-commerce marketing is more flexible and interactive

In the process of new media transmitting messages, the mode of transmission is no longer just a purely graphic message, but a set of pictures, texts and sounds. This will make users have a stronger sense of substitution for products, improve the amount of information transmitted, and increase the breadth of information. Compared with the traditional e-commerce of linear and single communication, today's new media e-commerce has flexibly changed this one-way communication, with stronger interaction and more obvious communication effect.

4.4 Promoting socio-economic growth

Great attention has been paid to the development of e-commerce after the epidemic. Although the main marketing mode of e-commerce has not changed much, the product details have been continuously optimized, which makes more users know more about the products they need. In addition, due to the wide coverage of new media, fast communication speed and rapid forwarding and sharing of information, the exposure rate of commodities has been greatly improved, and the marketing effect has been greatly improved. In the process of the integration and development of new media and e-commerce, product information has more channels to show to users, and stimulate users' purchase desire from multiple senses, which has also led to significant economic growth.

5. Problems in integrated development

5.1 Insecurity of commodity quality

Due to the impact of the new coronavirus pneumonia epidemic in recent years, the live delivery of various types of online e-commerce has increased significantly, and the major online e-commerce live platforms are seizing traffic. However, fundamentally, the price and quality of commodities have an immeasurable impact and position on the development and survival of the industry. According to a survey released by the Consumers' Association of China, most consumers are not involved in live auctions because of frustration with quality problems. At the same time, some company statistics show that live tape products tend to have a high return probability, product quality does not meet consumer expectations is the most likely reason behind.

5.2 Data fabrication

Usually, users will generally choose the leading sales or praise the majority of goods, or preferential access to fans, popular live broadcast platform, so some businesses will through data fraud this way to attract customers' attention, so as to attract more traffic. Seemingly high sales of goods, but in fact only a small amount of real evaluation.

6. Conclusion

In summary, with the needs of social development and the continuous improvement of multimedia technology, new media has become the primary way of social information dissemination, and new media e-commerce has thus promoted the development of the entire industry. With its diversity, flexibility and interactivity, multimedia technology has brought new challenges and opportunities to e-commerce in the process of deep integration with e-commerce. At the same time, there are also some problems to be solved, looking forward to better development of e-commerce industry in the future.

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