

Research on the Promotion Mechanism of the Xianyu Double Eleven Green Partner Program on App Traffic

Shiqing Qu^{1,a,*}

¹School of Economic and Management, Nanjing University of Science and Technology, Nanjing, China

a. qu18240317878@njust.edu.cn

**corresponding author*

Abstract: Green environmental protection is one of the key research topics today. Researchers have found that when apps are linked to green environmental protection, they often have varying degrees of promotional effects on traffic. At present, many platforms have carried out green environmental protection activities in a continuous manner. However, there is still a lack of unified explanation for the promotion mechanism of green plans on app traffic. Therefore, taking the Xianyu app, which actively carries out the Green Partner Program, as an example, the research topic of this article is the promotion mechanism of the Xianyu Double Eleven Green Partner Program on app traffic. The research methods of this article are survey method and comparative analysis method. The research results indicate that the Xianyu Double Eleven Green Partner Program has a certain promoting effect on app traffic.

Keywords: App traffic, Green environmental protection, Xianyu.

1. Introduction

As the biggest e-commerce event of the year, Double 11 has released consumers' shopping desires and also contributed to the annual performance of major brand merchants. From various posters for the Double Eleven promotion, to fierce competition for price discounts, and to the intense pace of pre-sales and preventive purchases, it can be said that it is thriving. In this fierce game, there is a unique touch of green, which is the largest second-hand trading platform in China under Taobao, Xianyu. China's ecological civilization construction has entered a new era of great environmental protection concepts. During last year's Double 11, Xianyu had already planned a series of activities such as "Super Circulation Machine" to create a low-carbon mindset of "Green Double 11". According to data from Xianyu, over 40 million idle items were listed as idle fish for circulation during the 2022 Double 11 period. This year's Double 11, Xianyu continues the core theme of "green" and increases green marketing. From "advocating concepts" to "leading actions", Xianyu focuses on green in all aspects.

This article aims to study the impact of the Xianyu Green Plan on traffic, which can provide valuable reference and inspiration for other e-commerce platforms. By learning from the successful experience of Xianyu, other platforms can better promote green development and achieve a win-win situation of economic and social benefits. Secondly, it is hoped that the results of this research can promote the prosperity of the second-hand market. The successful implementation of the Xianyu Green Plan will help promote the prosperity and development of the second-hand market. By studying

its impact, it can provide a basis for the government to formulate relevant policies and further promote the standardized and healthy development of the second-hand market. Finally, this study also hopes to effectively promote the concept of green consumption. Studying the impact of the Xianyu Green Plan on traffic can help promote the concept of green consumption and raise public awareness of environmental protection. This is of great significance for achieving sustainable development of the entire society. In summary, the ultimate goal of this study is to determine the promotion mechanism of the Xianyu Double Eleven Green Partner Plan on app traffic.

2. Overview of the Xianyu Green Partner Program

2.1. Plan objectives

The business philosophy of Xianyu, the online second-hand trading platform, is to "reverse your idle resources", aiming to encourage users to actively handle idle items in their daily lives, extend the value of goods, and achieve the effect of recycling idle items, reducing waste, and protecting the environment [1]. Therefore, the main objectives of the Xianyu Green Partner Program include the following three points:

The first point is to expand the influence of second-hand trading and raise public awareness of environmental protection. The multiple policies introduced by the country in 2021 and the inclusion of "carbon peak" and "carbon neutrality" in the national government work report for the first time demonstrate China's strategy and determination to promote green transformation of economic structure and achieve green and sustainable development [2]. Only 17% of the current college student population directly dispose of idle items around them, while nearly 83% of other methods of disposal all reflect the hope that the idle items in their hands can be reused. As the main force of young people, college students are naturally influenced by the "green development" concept advocated by the country and are willing to participate in the flood of building a resource-saving society for the whole nation. Therefore, they show a welcoming attitude towards the second-hand market trading student population [3]. Xianyu uses the highly discussed theme of "green" to attract consumer attention. At a shallow level, Xianyu hopes to attract more attention to the second-hand trading market and increase its own attention through this method. What's more, at a deeper level, Xianyu aims to use this opportunity to call on everyone to actively pay attention to green environmental protection issues and contribute to the construction of a green ecosystem.

The second point is to jointly build a green and sustainable second-hand trading ecosystem with partners. The development of the second-hand trading market is not only a response to the national call, but also a reflection of resource reuse and efficient utilization. A survey shows that in 2022, the scale of second-hand e-commerce transactions in China reached 480.04 billion yuan, a year-on-year increase of 20%, and an increase of 669.49% compared to 2016[4]. A green and environmentally friendly second-hand trading platform has effectively reduced resource waste and environmental pollution, achieved resource recycling, and is in line with the national call for sustainable development.

The third point is to reduce the cost of second-hand transactions and improve the convenience of transactions through technological and policy means. Xianyu reduces the inventory cost of goods by optimizing the recommendation algorithm and analyzing user preferences. And beyond that, Xianyu conducts in-depth analysis of user behavior and transaction data through data analysis and precision marketing, reducing unnecessary advertising costs. At the same time, in order to encourage the development of second-hand commodity trading, the country has also introduced a series of tax preferential policies that effectively reducing the transaction costs of users on second-hand platforms.

2.2. Partners

The Xianyu Green Partner Program welcomes various institutions, enterprises, individuals, and others to become partners. The e-commerce industry involves numerous stakeholders, including electronic service providers (such as third-party data center manufacturers), packaging suppliers, product manufacturers, e-commerce platforms, platform merchants, logistics enterprises, investment institutions, certification agencies, consumers, and other roles. The green and low-carbon transformation of the e-commerce industry will undoubtedly be a systematic project. It is imperative to work together with relevant parties to promote the coordinated carbon reduction of the entire industry chain [5]. Therefore, partners can be second-hand commodity suppliers, environmental organizations, logistics companies, financial institutions, etc. As long as they are units or individuals with enthusiasm and resources for second-hand trading and environmental protection, they can become partners. For example, Feiyi Platform is one of Xianyu's partners, a member unit of the China Renewable Resources Association and a member of the Waste Textile Innovation and Utilization Industry Alliance. The person in charge of Feiyi introduced that Feiyi has cooperated with logistics companies, public welfare organizations, recycling factories, and export factories to establish a recyclable old clothing recycling and comprehensive processing system. They handle old clothing in an "environmentally friendly+public welfare" way, allowing residents to easily participate in environmental protection and simply participate in public welfare [6].

2.3. Collaboration Content

Firstly, Xianyu will provide platform resources, user resources, etc. to partners, helping them expand their influence, increase business volume, and achieve resource sharing among partners. Secondly, Xianyu will provide advanced technical support to its partners, including data analysis, user profiling, marketing promotion, etc., to help them improve operational efficiency.

At the same time, Xianyu will provide policy support to partners, such as reducing platform fees, providing marketing subsidies, etc., reducing transaction costs, and improving the cooperation enthusiasm of the other party.

Finally, Xianyu will also regularly organize training and exchange activities to help partners improve their business skills, expand their business perspectives, better achieve cooperation, and achieve the goal of win-win cooperation.

3. Analysis of the Implementation Status of the Green Partner Plan

3.1. The Increase in Traffic

The traffic of the Xianyu app is mainly increased in two forms. The first type is to attract new users. The launch of the green plan has attracted a large number of potential users who are interested in environmental protection and green consumption. These users enter the Xianyu platform by searching for green keywords, increasing the registration and traffic of new users. At the same time, Xianyu has launched a series of targeted green marketing activities and promoted them on different platforms, guiding users to download and use Xianyu, and achieving a continuous increase in traffic. The second form is retention of old users. The green plan conforms to the modern consumer concept of environmental protection and energy conservation, and improves the satisfaction and loyalty of old users. At the same time, Xianyu encourages old users to achieve resource recycling and utilization on the platform through green point rewards, providing more exclusive activities and benefits. This makes them more willing to trade on the Xianyu platform.

3.2. Conversion of Traffic

Xianyu mainly achieves traffic conversion through product click-through rates and point redemption activities. Products with green labels are more likely to attract users' attention, and their click-through rates and purchase conversion rates have significantly increased compared to regular products. The green points system not only increases user engagement but also further promotes their purchasing and trading behavior through point redemption activities.

3.3. Quality Improvement of Traffic

With the implementation of the Xianyu Green Partner Program, the user activity of Xianyu has significantly increased, and user feedback has also significantly improved. The green plan has increased user stickiness and activity, and users are more willing to browse, search, and trade green products on the platform. Through green education and promotion, users' awareness of environmental protection has increased, and feedback has become more positive, which has a positive impact on the platform's brand image and reputation. Through green education and promotion, users' awareness of environmental protection has increased, and feedback has become more positive, which has a positive impact on the platform's brand image and reputation.

3.4. The Achievements of the Xianyu Green Partner Program

The Xianyu Green Plan has had a positive impact on the platform's traffic. For enterprises, vigorously implementing green marketing is a strong proof of their long-term vision and social responsibility[7]. According to the report, 50 million idle items participated in the green plan during the Double Eleven period. It not only attracts new environmentally friendly users, but also improves the retention rate and activity of old users. During the brand challenge period, a total of 1.75 million people participated in the event. Through the green identification and points system, users have increased their attention and willingness to purchase green products. For example, Xianyu Technology has launched a household idle clothing recycling program, which effectively recycles and scientifically utilizes 500 tons of personal clothing in just three months, directly reducing 1800 tons of carbon emissions[7]. At the same time, the implementation of the green plan has also increased user trust and satisfaction with the platform, laying a solid foundation for the sustainable development of Xianyu.

In order to further expand the impact of the green plan, the Xianyu platform can optimize the screening and recommendation mechanism of green goods, increase the promotion of green logistics, improve the attractiveness of the green points system, and strengthen cooperation with environmental organizations and enterprises to jointly promote the development of green consumption and environmental protection.

4. Potential challenges Faced by Green Initiatives

Even though Xianyu's Green Partner Program has achieved significant results, there are still implementation challenges that cannot be ignored. For example, the user education costs incurred during the implementation process of the plan. The second-hand industry has moved from tradition to the Internet, and is generally faced with the problem of poor public awareness of second-hand recycling and low recycling rate [8]. In order to enable more users to understand and participate in the green plan, Xianyu needs to invest certain resources in user education, which may increase its operating costs and generate a significant burden. Compared to the competitive pressure in the industry. As other platforms also begin to focus on environmental protection and recycling, Xianyu may face challenges from competitors and need to constantly innovate and optimize green plans to attract users, otherwise it will gradually fade out of people's sight.

5. Optimization Suggestions for Green Plans

Faced with the current risks and challenges of the Xianyu Green Partner Program, this study has the following optimization suggestions. The first point is that Xianyu can strengthen user education and adhere to the concept of green marketing. Xianyu can increase users' awareness and participation in green plans by organizing online and offline environmental knowledge lectures, creating promotional videos, and other means. After a certain improvement in user education, Xianyu can optimize its green activity strategy and regularly launch promotional activities related to the plan, such as discounts on idle item transactions, redemption of environmental protection points and prizes, to attract more users to participate.

Meanwhile, compared to e-commerce platforms, the characteristics of second-hand trading platforms determine that the entry threshold for users is lower, and the personal information and user authenticity of both sellers and buyers are difficult to guarantee. The trust that platform users gain during use gradually decreases [9]. Xianyu also needs to strengthen platform supervision, establish a "Xianyu" customer service center, based on laws and regulations, provide guarantees for the use of individual "Xianyu", ensure the authenticity and legality of transactions under the green plan [10], crack down on false transactions and violations, and maintain the fairness and reputation of the platform.

In addition, Xianyu can also expand cooperation channels in multiple ways, establish cooperative relationships with other environmental organizations and enterprises, jointly promote the concept of green consumption and recycling, and expand the influence of green plans.

Finally, Xianyu needs to continue to pay attention to user feedback, timely collect and analyze user opinions and suggestions on the green plan, continuously optimize and improve the content of the plan to meet the needs of users for second-hand platforms, and thereby improve user satisfaction.

6. Conclusion

The research results indicate that the Green Partner Program of Xianyu has a significant promoting effect on app traffic. The success of the Xianyu Green Partner Program provides effective reference and inspiration for other e-commerce platforms, such as the integration of environmental protection concepts and the establishment of incentive mechanisms. Under the successful precedent of Xianyu, we believe that other platforms will also actively take on social responsibility, integrate environmental protection concepts into platform operations, promote the implementation of green environmental protection concepts, and achieve the prosperity and development of the second-hand market, achieving a win-win situation for enterprises and society. However, there are still some shortcomings in this study, such as insufficient data and lack of actual survey research. In the future, this study will focus on collecting data and continuing related research.

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