

Research on the Operation Mode Innovation of E-commerce Enterprises Based on Consumer Demand

—Take JD as an Example

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Abstract: With the wide application of electronic products around the world, the form of e-commerce has changed the traditional consumption mode very quickly. The traditional marketing model is no longer suitable for the rapid development of domestic e-commerce platforms, and the marketing methods of e-commerce platforms have undergone tremendous changes, evolving from extensive marketing to precise centralized marketing. This has changed consumers shopping habits. The e-commerce model not only meets the shopping needs of consumers, but also greatly promotes social and economic development. At the same time, the operating e-commerce industry will also face great competitive pressure, so it is very necessary to have a mature and effective enterprise marketing strategy.

The research topic of this article is develop excellent e-commerce marketing strategies, and take JD's successful e-commerce marketing strategy as an example to introduce. The conclusion is that the unique advantages of ultra-fast logistics, a high-quality warranty, and cash-on-delivery service make JD a global e-commerce giant. Precision marketing not only helps China's e-commerce platforms improve their marketing capabilities and enhance their market competitiveness, but also helps precision marketing expand to other e-commerce models. This article will combine precision marketing theory, and optimize the marketing strategy of JD mall, hoping to providereference value for other enterprises in the same type of e-commerce field to implement precision marketing processes.

Keywords: electronic commerce, marketing strategy, JD mall, enterprise operation, e-commerce shopping platform

1. Introduction

The huge potential of Internet + has stimulated enterprises to innovate and develop new marketing strategies, and emerging e-commerce sales models such as flash sales, probability sales, and pre-sales continue to emerge. These marketing strategies bring consumers a new buying experience, providing more purchase options and meeting increasingly diverse and personalized needs. At the same time, different marketing strategies have prompted consumers to innovate, changing consumer behavior and needs. Although there are many emerging e-commerce models, there are not many that can bring

long-term profits to enterprises. The emerging sales model of e-commerce has changed customer behavior and needs, affecting the structure and operation management of the supply chain. If not responded to quickly and effectively, consumer complaints will increase, reduce consumption and affect the company's reputation.

The theme of this article is to summarize the excellent current marketing strategies in the field of e-commerce from JD's marketing strategies. This article mainly aims to study how e-commerce operators can find the correct marketing strategies to conduct business development in the context of increasingly developed global e-commerce. The main significance of this article is to find successful marketing strategies suitable for small and medium-sized e-commerce enterprises.

2. Basic overview of JD Mall

One of the most well-known and influential e-commerce platforms in China, JD is a comprehensive online retailer that offers millions of high-quality products from tens of thousands of brands in 12 different categories, including mother and baby, books, food, electronics, department stores, clothing, and accessories. With its complete supply chain, JD.com continues to increase its edge in China's e-commerce business, holding 49% of the country's self-operated B2C market in 2012. JD Mall has created key urban distribution stations in more than 360 locations across the nation as well as six logistics centers in North China, East China, South China, Southwest China, Central China, and Northeast China.[1].

JD Mall takes "products, prices, and services" as its core, is committed to providing consumers with high-quality goods and preferential prices, and at the same time launches "211 time-limited delivery", "after-sales 100 points", "national door-to-door pick-up", "advance compensation" and other professional services. JD.com leads the online retail market through continuously optimized services. Since the growth of people drives the development of JD's enterprises and "people" is the primary driver of JD's development, the development of JD first benefits from the development of "people" inside the organization [2]. People are JD's most fundamental source of power, and JD practices its development plan in full compliance with its belief that human potential is limitless. At the same time, JD.com is adamant that innovation is the sole rule governing JD Mall's development, that only someone can foster innovation and development, and that only JD people's persistent pursuit of these goals can continue to add value for customers.

3. JD's marketing strategy analysis

However, with the continuous development of e-commerce and the rise of various new enterprises, JD has also had to develop various marketing strategies to compete with other enterprises. The following is explained from both the target customer and the production strategy.

3.1. Target customers

Target clients for JD Mall are netizens who regularly engage in online shopping, who are mostly mainstream buyers of computers, communications, and consumer electronics, and who are dedicated to building strong clientele. It may be loosely classified into the following four primary consumer categories based on various user characteristics. [3].

From the perspective of demand, JD Mall's main customers are mainstream consumers or enterprise consumers of computers, communication products, new digital products, entertainment electronic products and household appliances.

The majority of JD's consumers are between the ages of 18 and 35, as seen from an age viewpoint. In addition to corporate users, the majority of JD mall's online marketing clients are 25- to 35-year-old white-collar employees. This human type has a strong drive to consume but also a great capacity

for consumption. Once they become devoted clients, JD may earn financially more from them. From a gender viewpoint, the majority of JD.com's target customers are male consumers, and during that time, more over 70% of TV viewers were male, which is extremely consistent with JD.com's communication objectives. From a career perspective, JD Mall's main customers are white-collar workers, public servants, employees of public institutions, college students, and other Internet enthusiasts with stable incomes who do not have enough time to go shopping. Among them, the 6 million college students who go out of school every year are a key market for JD mall.

3.2. Promotion strategy

JD Mall employs a product strategy that combines exclusive retailers' participation in personal transactions with self-selling products. With the use of this tactic, JD.com has been able to significantly enhance the variety and customization of its items while growing its market share. JD Mall is actively opening out thematic mall columns based on broadening the range of goods and enhancing the content of services. It has also heavily invested in quality control to prevent the development of subpar or fake goods at the source. As a result, clients who buy at JD Mall may put their concerns regarding product quality to rest in addition to enjoying competitive costs. [4].

Jindong Mall has put a lot of personnel and material resources into developing its own logistics system in order to guarantee that consumers may receive the purchased goods in a timely manner. This differs significantly from Alibaba's insistence on using third-party logistics platforms as part of its marketing plan. JD.com is a platform for e-commerce that has successfully expanded its services from the internet to the real world. JD Mall currently has logistics warehousing centers established in Beijing, Shanghai, Guangzhou, and other cities. After a customer places an order, the system will arrange for the delivery and distribution of the warehousing center nearby, greatly reducing the customer's waiting time. [5]. At this stage, due to the changes in the types of goods sold and the business strategies of enterprises, the advertisements placed by JD Mall have gradually shifted from online media to TV media platforms. In terms of promotional activities, as long as you log in to the homepage of the JD website, consumers can see various forms of flash sales or preferential activities, and during special periods such as the school season or Double 11 Shopping Festival, JD Mall will also organize a variety of promotional activities, which not only improves the attention of JD Mall in the consumer group, but also makes consumers who have been shopping on JD strengthen their consumption belief.

4. The unique marketing advantages of JD mall

As one of the most successful e-commerce platforms in China, JD Mall naturally has many excellent and unique marketing strategies, which not only provide users with high-quality services but also create great advantages for JD in competing with other platforms [6].

4.1. Fastest logistics service

JD's next-day delivery service can be said to have opened a new river in the industry, and it is also a key attraction for JD to customers. When we urgently need an item, next-day delivery service can ensure arrival within 24 hours [2]. This rapid logistics speed is the foundation of JD's foothold in such a competitive industry. JD has such fast logistics, mainly due to the following reasons.

JD Express is dedicated to developing a professional logistics service provider for order fulfillment in China's B2C e-commerce market and presently has 5,600+ self-operated cars, 6,000+ drivers under real-time supervision, approximately 7,000 distribution sites, and self-pickup stations across the nation.

It offers retailers online and offline, multi-platform, omnichannel, full life cycle and full supply chain, and integrated logistics solutions through the design of the national warehousing and distribution logistics network. To support the complete name cold chain distribution of a variety of products, fresh and direct, as examples, professional cold chain technology and equipment, priority loading, customized temperature control distribution. JD committed to becoming a professional logistics service provider for order fulfillment in China's B2C e-commerce field, with standard pricing and standard operating procedures, and the network covers all provinces, cities and districts and counties in China.

A number of overseas warehouses and bonded warehouses across the country meet different general trade and cross-border business, revitalize enterprise inventory, accelerate capital flow, pledge joint warehousing categories, and drive a new model based on data. JD next-day delivery refers to today's latest order time after the order, the latest is the day after tomorrow. In contrast, Jindong's next-day delivery service is better because today's order will arrive the next day, but generally due to the distance of the goods, next-day delivery will appear [7].

4.2. Absolute quality assurance

JD has developed the "JD quality control system" based on big data, and the first phase of the system has been put into use, which can realize the query and integration of quality-related information. JD.com has cleaned up hundreds of stores with potential quality hazards through this system. Timely and perfect return and exchange mechanisms, 1 million yuan of counterfeit liquidated damages, 10 million yuan of quality guarantee, finding fake goods immediately off the shelves, and closing the store. In the process of development, JD has gradually formed a set of effective quality control system. It is reported that JD Group has just made a quality move recently, cooperating with multinational testing agency Intertek Group to launch the "buy with confidence" on-site testing and consulting activities, and recruiting consumers to become "JD quality and safety ambassadors", on the one hand, to promote JD's quality concept, while helping JD to find product quality problems. As Mr. Liu, founder and CEO of JD.com, said: "In the past 10 years, e-commerce companies have relied on the development of the Internet, and life has been very good. But in the future, if e-commerce does not pay attention to product quality, the good days will soon come to an end. We also expect that JD.com can use integrity and quality not only to make their lives better, but also to make online shopping consumers more assured to shop [8].

4.3. Support COD and POS machine credit and service

JD also has a cash on delivery service, but its rival e-commerce giant Taobao does not have this service. This is also a very unique marketing strategy for JD. Cash on delivery customers can verify the unpacking, first determine whether the description of the goods differs from the items actually purchased, then examine the goods' legitimacy, quality, and transportation damage, among other things, before signing the invoice in accordance with the circumstances. You can decline the visa and state your reasoning if it does not align with the facts.

Not only that, JD also provides a POS machine to make the cash-on-delivery mode more convenient for customers. This cash on delivery marketing mode makes JD Mall users increasingly trust the JD platform, establishing a good trust relationship between the platform and customers [9].

5. Conclusion

The above three marketing strategies have made JD mall one of the most popular online shopping apps in China, which is certainly worth learning from other e-commerce companies. However, the paper shows that the main reason for JD mall's success lies in innovation. Both its next-day delivery

service and cash-on-delivery service have pioneered e-commerce, which is inseparable from the innovative thinking of its managers. Therefore, successful and excellent corporate marketing strategies are important, but it is the innovative spirit and broad vision of managers that are the most important things for a company to develop healthily in the future.

However, this study still has some limitations. Because each enterprise needs to develop different marketing strategies based on its own actual situation, it is not advisable to blindly learn from the successful experiences of other enterprises. It is most important to absorb the experience and reasonably transform it. In the future, the development of marketing strategies should be more innovative and diversified.

Acknowledgement

In this article, I want to thank my Chinese and foreign professors for their inspiration for the content of this article. Then I also want to thank the teaching assistant and the thesis teacher. This is my first international thesis, and they taught me how to complete this article, thank them here.

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