

**Title:** Social E-Commerce Business Model; The Case of Pingduoduo  
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### ABSTRACT

With the rapid development of the mobile Internet industry and smartphones, mobile social networking has become the core usage behaviour of Internet users, and the proportion of mobile e-commerce in the online shopping transaction scale is also increasing. Shopping with mobile social networking has gradually become a popular trend in society. Mobile social e-commerce is the fusion of mobile Internet, social networks and e-commerce. It represents a new way of online consumption, indicating the future development trend of the e-commerce industry. However, Pinduoduo, a typical representative of social e-commerce established in 2015, has obtained numerous financing and gained a leading position in the industry quickly. It is obviously of important enlightenment significance to study its business model and explore its success and potential risks.

Pinduoduo has opened up a new blue ocean in the stable e-commerce industry with a new e-commerce model with the core of "ordering + sharing". Based on sorting out and analyzing the literature and theories related to the social e-commerce model, sharing economy, platform economy and business model, this paper analyzes the

existing business model of Pinduoduo. In order to explore the success and potential risks of the Pinduoduo business model, this paper investigates and analyzes the elements of the Pinduoduo business model from nine aspects: value proposition, core resources, key business, essential cooperation, customer segmentation, channel access, customer relationship, cost structure and income source set by canvas model. Based on this, suggestions that can be followed in the development process of social e-commerce platforms are proposed to provide beneficial enlightenment for improving and perfecting the business model of social e-commerce enterprises such as Pinduoduo.

**Keywords:** Business model; Pingduoduo; Social E-commerce;

