

Title: Marketing Strategy of E-Commerce Platform; The Case of Xiaohongshu China

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Degree: Master of Business Administration

Major: Management

ABSTRACT

In recent years, with the rise of many e-commerce platforms such as Taobao, Tmall, Jingdong, e-commerce platform shopping has become the most popular consumption habit of this era, and "social + e-commerce" has gradually become another new marketing method; with the continuous development of science and technology, social non-distance and e-commerce culture have gradually become the mainstream, and social e-commerce has become the most common consumption mode in daily life. In addition, due to the emergence of new consumption platforms in the emerging "social networking + e-commerce", some more traditional and relatively single e-commerce platforms have encountered bottlenecks. After 2011 economic model, the development of social electric business platform is very rapid.

This paper chooses Xiaohongshu as the research object. The reason is mainly because, in China, Xiaohongshu is beyond public familiarity in all social electric business platform development. Xiaohongshu is also the most outstanding e-commerce platform. By using Xiaohongshu APP, the platform can offer consumers a better social environment and consumption experience. Besides, this paper also focuses on studying

the industry analysis of the e-commerce platform and the marketing strategy of the Xiaohongshu platform. Firstly, defining the concept of social e-commerce will be the background, development process and user experience of the whole e-commerce platform in China. Secondly, conducting industry analysis and marketing exploration of Xiaohongshu, adopting PEST analysis method, and adopting SWOT analysis method; conducting the marketing strategy analysis of 4C marketing theory, to provide better research materials for the "social + e-commerce" marketing strategy. Then, it will analyze its further marketing methods, such as: star with goods, word of mouth publicity, network celebrities live broadcast and other marketing models. This paper also put forward the current existing problems, such as poor shopping experience, poor product quality, the content is too rigid and commercial, and false publicity videos. The problem also related to the cost. Xiaohongshu targets customers belong to the middle and high-end young consumer groups. So, the fixed price is more expensive than that of ordinary e-commerce platforms. Finally, the overall marketing strategy of Xiaohongshu will be summarized. According to this paper, the marketing strategy of Xiaohongshu's "social networking + e-commerce" should focus on expanding the target population of users and expanding more content to the third and fourth tier cities.

Keywords: Social e-commerce; Xiaohongshu; Marketing strategy