Thoughts on the Development Mode of Mobile E-commerce in China

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Abstract: Along with the progress of science and technology, information Internet technology has been popularized and there have been obvious changes in people's lifestyle and work. Impacted by new technologies, e-commerce has gradually developed from single computer network system of PC to synthesis of mobile network and computer network. The wide application of 4G technology and the development of 5G technology improve the importance of mobile e-commerce. The phone applications such as Alipay and WeChat changed the basic mode of payment transaction, and mobile e-commerce has been penetrated into various fields of people's life. Mobile e-commerce can break the limitations of time and space, so it is highly flexible and open, and it has great potential for development, which deserves to be studied deeply.

With the development and popularization of information Internet, smart phones have been widely applied, and e-commerce has been comprehensively developed. As a brand new e-commerce mode, e-commerce can break the limitations of time and space and solve various problems existing in traditional commerce mode. E-commerce brings the transformation of social production and consumption, allocation and exchange, promotes the economic development. At present, mobile Internet has become an indispensable part in people's life. Various kinds of mobile applications drive the growth of mobile e-commerce to a certain degree, with increasing users and significant advantages, playing an importantly practical role in its development mode.

1. Basic Connotations of Mobile E-commerce

1.1 Introduction to e-commerce

Mobile e-commerce mainly refers to various kinds of e-commerce activities on wireless terminals of mobile devices such as mobile phone or tablet PC, including modes of C2C, B2C and B2B, belonging to a brand new commerce mode. It can deeply integrate Internet information technology and mobile communication technology, bring great convenience, break the limitations of time and space and realize the online payment and real-time transaction. Mobile e-commerce has characteristics of convenience, openness and a large number of users. Mobile devices are portable, so users can complete payment at any time. It breaks the limitations of time and territory, convenient for users. At the same time, China has an enormous population, the number of mobile phone users reaches 1.3 billion, and the number of mobile e-commerce users is large. It combines latest technologies such as blockchain and 5G, and commerce mode is diversified, with great innovations [1].

1.2 The influencing factors of mobile e-commerce

There are many factors influencing the development of mobile e-commerce, among which, network security needs to be emphasized. Due to its characteristics, mobile Internet depends strongly on network communication and information Internet technology, which causes the large possibility of risks in network system transaction. At present, in actual development of mobile e-commerce, it is necessary to fully protect user factor, strengthen identity recognition, solve network system security problems and ensure the secure usage. It belongs to a brand new commerce system mode. In the application, the system can accurately grasp the actual mind of users and satisfy users' personalized demands. In its development, enterprises shall emphasize scientific and

technological research, improve the individualism of software services and enhance the quality of services, so as to comprehensively enhance the overall competitiveness [2]. Besides, mobile e-commerce is easily to be restrained by power or wireless frequency, and higher limitation of wired network bandwidth than wireless network, so unstable connection easily occurs. In the actual application, technicians requires to take reasonable measures, optimize network bandwidth, improve the overall capacity of network system, guarantee the reasonability and reliability of network services, focus on factors such as size, internal storage, total storage capacity and service life, enhance the reliability of mobile device, enrich the usage function and ensure the adequate hardware support for mobile Internet in its development.

2. Main Development Mode of Mobile E-commerce

2.1 The mode oriented by enterprises and professional platforms

At present, the dominant power of mobile e-commerce is e-commerce enterprises and platforms, which build up good market images, have great influence, perfect logistics service system, after-sale service system and higher market recognition according to their rich management experience and comprehensive force. Most Internet e-commerce enterprises establish their own mobile sales platforms and increase market share in continuous development. Meanwhile, e-commerce enterprises have insufficient innovative ability, application and development of data. With the popularization and application of Internet technology, the number of e-commerce enterprises increases and enterprises are faced with greater competitive pressure [3].

2.2 The mode oriented by network carrier and software vendor

Mobile e-commerce develops relatively late in China, mainly based on network services provided by China Telecom, China Unicom and China Mobile, so network carriers have advantages such as the large number of user group and wide information communication object. Currently, many network carriers actively try mobile e-commerce business, however, they lack experience, audience basis and operation team, and need to cooperate with other platforms to realize mutual benefit and win. Nowadays, the combination of software and services is a new mobile e-commerce mode, which can satisfy users' different demands and improve users' potential purchasing power. It is an effective innovation of traditional e-commerce, to improve user stickiness, optimize user experience and promote the economic benefits of platforms [4]. Whereas, it is in the stage of exploration, so it is necessary to conduct innovation and develop to surpass traditional e-commerce.

3. Main Service Contents of Mobile E-commerce

3.1 Transaction business

Mobile e-commerce is real-time and play an important role in transactions such as stock. Users can obtain financial data and financial news at any time and realize the online transaction. With the improvement of technology, the application range of mobile e-commerce widens, and users can complete the booking of train ticket and airline ticket and ticket payment, and temporary change of flight and train time, convenient for users' daily life [5].

3.2 Bank business and entertainment business

By virtue of mobile e-commerce, users can perform system management of personal finance, timely check up account, check balance, complete transfer and payment, and timely receive payment notice. In order to ensure users' security, relevant institutions are required to strengthen technological studies, improve Internet bank system and guarantee users' transaction security. Users can complete shopping and other entertainment activities through Internet technology, including network game, video and music. People's sparetime life is enriched under the support of Internet technology [6].

3.3 Mobile application

The application of mobile Internet technology can realize contact center, positioning services and short message services and provide convenient services for users timely and accurately. Under the support of mobile e-commerce mode, technicians can obtain task demand, arrange tasks according to the emergency degree of tasks and apply it into fields such as medical services, so that patients can realize effective data resource exchange and it can meet interest demand from various sides.

4. The Development of Mobile E-commerce in China

4.1 The Current Status

With the development of China's economy and the progress of science and technology, mobile communication infrastructures, communication device and statistics technologies studies gradually improve. Till now, the number of Chinese mobile users has reached 1.3 billion and the users of 4G exceed 600 million people. The data of e-commerce platforms such as JD.com and Taobao shows that, the transactions of mobile clients account for more than 60% of transaction volume [7]. Relevant national departments pay attention to the development of e-commerce, issue the detailed planning of e-commerce development, encourage financial institutions, content service vendor, telecommunication carrier and the vendor of added-value services cooperate with each other and satisfy basic requirements of different consumers. Mobile e-commerce has become national key project.

4.2 Existing problems

Up to now, Chinese mobile e-commerce develops rapidly, however, institutional construction and industrial standard are not perfect, lacking unified standard and management institution and market institution system is not perfect. Thus, the nation formulates regulations such as Internet information content management method and e-commerce signature act. Whereas, the laws for mobile e-commerce is imperfect, and there are certain problems in the operation environment of e-commerce. As a consequence, it is necessary to strengthen institutional construction to create a good environment for the development of e-commerce. At the same time, problems such as the dependence of e-commerce on mobile Internet, denial of service, denial of transaction, terminal device loss, network interception and virus infection bring serious economic loss for users. Thus, it is required to vigorously intensify the studies on firewall, antivirus software and encryption, promote the security education on users of network information and avoid logging in unsafe website or downloading unknown software. In addition, mobile Internet requires wireless network, but 4G network is slow, so payment cannot be completed in regions with poor signal. The costs for mobile data is higher. Consumers have a poor understanding of mobile e-commerce, inadequate trust and lacking theoretical studies on e-commerce, which hinders the development of e-commerce. Therefore, it is urgent to take reasonable measures for improvement [8].

5. Measures for Promoting the Development of Mobile E-commerce

5.1 To actively find out breakthrough points of application in industries

The wide application in industries is conductive to the stable and health development of mobile e-commerce. The application in industries with uncertain areas and mobility is advantageous. The adoption of relevant technologies can realize mobile marketing and mobile office, significantly decrease operational costs and enhance the work efficiency. Thus, relevant institutions shall actively explore to apply it into the marketing of insurance, tourism, transportation and so on. At present, the professional education on mobile e-commerce is less, and many enterprises lack accurate recognition of its advantages and fail to reach good application effect in its practical application. Thus, enterprises shall deeply analyze the combination of their own business and mobile e-commerce, actively cooperation with professional companies of e-commerce, and emphasize planning and technological studies, so that e-commerce plays its due role in the development of

e-commerce [9].

5.2 To establish perfect mobile payment platform

Online payment is an important factor influencing the development of mobile e-commerce. Due to imperfect credit system in China, there are many problems in mobile payment. As a result, relative departments shall establish perfect credit system and solve the loss of social credit system. At the same time, in the mode of mobile e-commerce, there is not direct contact between enterprises and users. How to effectively connect e-commerce with financial system and break users' original consumption habits is the main problem currently. In order to solve these problems, enterprises shall enhance the quality of services, provide attractive services for people, integrate traditional payment mode with mobile payment mode and realize the common development of both.

5.3 To reduce expenses of Internet

Nowadays, smart phones have been widely applied in mobile devices. Users can acquire contents of entertainment, information and services on mobile phones in a timely manner, and complete network game and online shopping. B2C and C2C have become main development modes of mobile e-commerce. Meanwhile, the excessive expenses of Internet hinders its development to a certain extent. Thus, carriers shall reduce expenses for Internet, guarantee the stability and procedures of network, expand network coverage and meet the requirement of mobile e-commerce in remote regions, so as to drive the development of mobile e-commerce. In addition, relevant department shall stress the studies on network security, establish firewall system to protect user privacy and prevent unnecessary financial loss, formulate professional laws and regulations of mobile e-commerce and maintain the stable market order, to realize the healthy and organized growth of mobile e-commerce [10].

5.4 The main development trend of Chinese mobile e-commerce

In the future, mobile e-commerce will show the development trend of comprehensiveness and individualism. Relevant technologies will be more effective, to break the limitations of time and space and meet the requirements of different users. User costs will be reduced and user range will be wider. At the same time, it can efficiently contact with user front-end, so that enterprises, personnel and users can be related closely. By virtue of mobile e-commerce, enterprises can obtain more business opportunities, strengthen the connection with consumers and promote their economic benefits. Besides, the nation will improve laws and regulation system of mobile e-commerce and enhance security prevention technologies, so as to provide the guarantee for users and improve the development environment of e-commerce.

6. Conclusion

Mobile e-commerce belongs to a brand new commercial mode, developing rapidly in recent years with increasing users. It can break through the limitations of time and space, users and enterprises can complete transactions at any time and anywhere and their requirements can be satisfied. In order to promote the constant and stable growth of e-commerce, relevant departments shall establish perfect law system, emphasize technological studies, create a good environment for economic development and drive the stable development of Chinese mobile e-commerce.

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