



Exploring the Optimization Path of Pinduoduo Social E-commerce Marketing Strategy in Shanghai, China

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Abstract. Since the formation of China's e-commerce platform, has undergone two decades of prosperous development, the current e-commerce industry in China has taken shape. In this context, China Shanghai Pinduoduo, an emerging e-commerce brand, has also stood out among many e-commerce platforms, ranking among the top three and in a saturated state, and its unique operating characteristics are also worth studying in the field of social e-commerce. Although the current development momentum of China Shanghai Pinduoduo is good, but since its listing in 2018 has caused extensive and intense discussions inside and outside the field, the industry also has mixed evaluations, many people also put China Shanghai Pinduoduo labeled as "selling fake goods", and even jokingly referred to it as "and PinXiXi". and PinXiXi". Therefore, compared with the rapid growth of Pinduoduo, its potential crisis should not be ignored. Therefore, this paper focuses on the analysis and discussion of its e-commerce marketing strategy with this theme, hoping to provide some inspiration and reference for its further optimization of social platform market and marketing strategy.

Keywords: China Shanghai Pinduoduo; social e-commerce; marketing; strategy

1 INTRODUCTION

With the rapid growth of the Internet industry, the traditional e-commerce marketing model has been unable to meet the consumer demand of the majority of consumers, in this development context, social e-commerce soared. Social e-commerce, is a marketing model that applies social factors such as attention, sharing, communication, discussion and interaction to the e-commerce transaction process. [1] This model includes not only the store screening and product comparison before the customer purchases, but also the exchange and communication between the merchant and the customer during the online shopping process, as well as the complete process of the customer's review and sharing of the product after the purchase. Social e-commerce not only has the advantages of traditional e-commerce platforms, but also relies on the convenience of social software, extending a variety of advantages. It is the unique social e-commerce marketing strategy of withdrawing cash, bargaining, receiving coupons, etc., which is different from other e-commerce platforms, that has made China Shanghai Pinduoduo with among the ranks of e-commerce giants in just two years and become the biggest competitor of Taobao, Jingdong and other leading industries. For this reason, this paper adopts the questionnaire survey method to carry out an in-depth analysis of the current situation of social e-commerce marketing in China Shanghai Pinduoduo and the existing problems, and in this regard puts forward specific marketing optimization strategies in the hope that it will provide certain new ideas for the innovative development of social e-commerce platforms, promote the innovation of its marketing model, and promote the healthy and benign development of the social e-commerce field, and make a certain technological contribution to the development of the industry.

2 SURVEY AND ANALYSIS OF PINDUODUO SOCIAL E-COMMERCE MARKETING STRATEGY IN SHANGHAI, CHINA

2.1 Questionnaire Design

The purpose of this questionnaire survey is to collect consumers' knowledge and experience of China Shanghai Pinduoduo's marketing strategy, and then summarize the problems and deficiencies of China Shanghai Pinduoduo's social e-commerce marketing based on data analysis. The questionnaire is mainly divided into three modules: basic customer information; analysis of customer consumption behavior, and customer experience and satisfaction with China Shanghai Pinduoduo.

The questionnaire survey was conducted online, a total of 200 questionnaires were sent and 198 questionnaires were recovered, basically belonging to the users who use China Shanghai Pinduoduo.

2.2 Analysis of findings

(1) Age and gender distribution of users

The gender distribution of users in this questionnaire survey is: 94 male students, accounting for about 47%; 104 female students, accounting for 52%, and the distribution of men and women in this survey is relatively even (as shown in Figure 1).



Fig. 1. Gender Distribution of Users

Age distribution of respondents: as seen in the following figure, the proportion of middle-aged and old-aged groups over 40 years old is 28.8%, and the proportion of young people aged 18-25 and 25-30 years old is 30.3% and 20.71%, respectively, and these three groups are also the main groups of people using Pinduoduo in Shanghai, China (as shown in Figure 2). It can be seen that the population of Pinduoduo users in Shanghai, China is mostly the youth group and the middle-aged and old-aged groups.

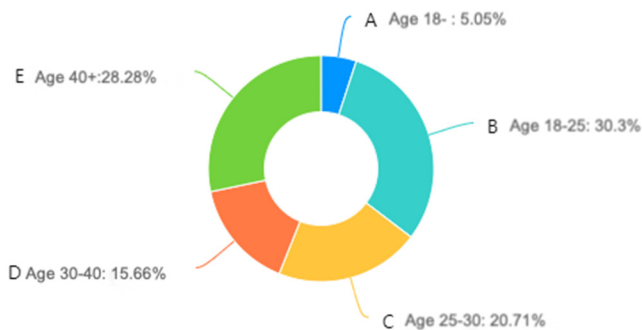


Fig. 2. Age distribution of users

(2) Monthly user income and city

A survey on the average monthly income of users shows that among the users of Pinduoduo in Shanghai, China, the group of users with a monthly income of 2,000-

4,000 is the largest, accounting for about 31%; followed by the group of 4,000-8,000, accounting for roughly 28%; and the number of people in the remaining three income bands accounts for 18%, 15% and 8% respectively (as shown in Figure 3). This shows that the majority of Pinduoduo users in Shanghai, China, are in the middle and lower income groups.

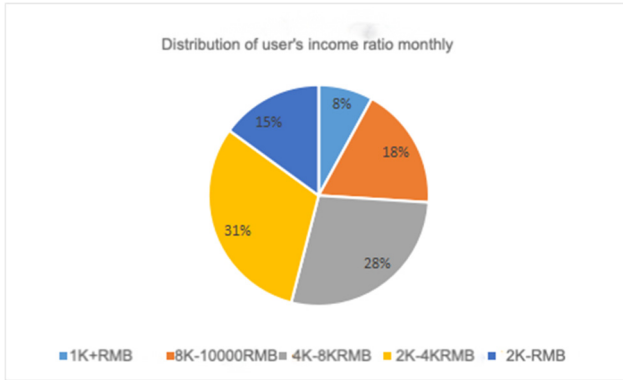


Fig. 3. Distribution of users' monthly income

From the survey on the distribution of users' cities, it can be seen that most of the users using Pinduoduo in Shanghai, China, are located in third- and fourth-tier cities, of which, as high as 41.92% of the users are in fourth-tier cities and the following cities, and the users in second- and third-tier cities are 16.16% and 19.7% respectively, with the total of the three exceeding more than 70% (as shown in Fig. 4). It can be seen that most of the users of Pinduoduo in Shanghai, China, are in the group of third-, fourth- and following-tier cities.

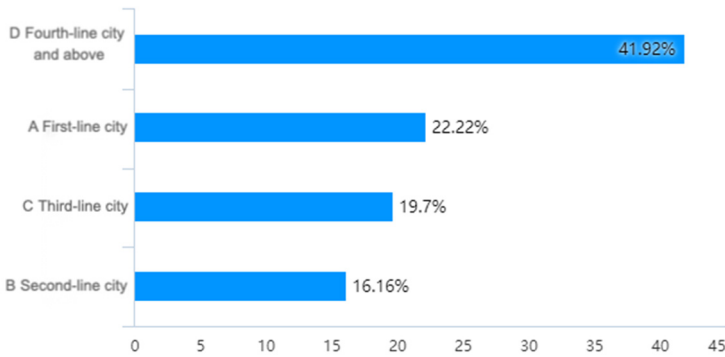


Fig. 4. Distribution of users' cities

(3) Common platforms and products consumed by consumers

Through the investigation of the survey respondents in the past three months often use shopping sites can be seen: the top four shopping software used by users are

Taobao, Jingdong, Xiaohongshu and China Shanghai Pinduoduo. Among them, the users who chose Taobao and Jingdong were at the top of the list, accounting for 38.89% and 20.71% respectively, with a total share of nearly 60%, followed by Xiaohongshu and Pinduoduo (Shanghai, China), which accounted for 17.17% and 15.15% respectively (as shown in Figure 5). Similar to China Shanghai Pinduoduo, Xiaohongshu, relying on Netflix to bring goods, also occupies a place. But China Shanghai Pinduoduo still has a long way to go before it can overtake the two huge e-commerce companies, Taobao and Jingdong.

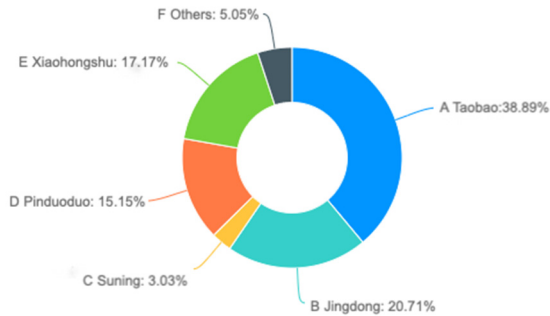


Fig. 5. Commonly used shopping software by users

(4) China Shanghai Pinduoduo Marketing Strategy Analysis

In terms of the survey on the marketing strategy of China Shanghai Pinduoduo, 75% of the consumers believe that the cheap price is the most satisfactory to them; followed by the cut-price and get it for free activity, which is one of the very important means for China Shanghai Pinduoduo to obtain the active customer traffic, which accounts for 39.64%; in addition to the model of the group together, which accounts for 26.04%; and the lowest user satisfaction is the quality and reliability, which only accounts for 15.98%, which also indicates that most consumers are worried about the quality of China Shanghai Pinduoduo's products (as shown in Figure 6).

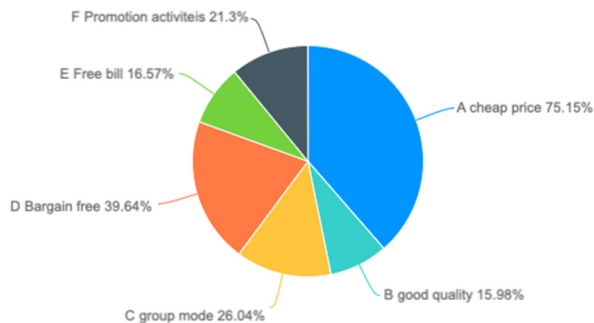


Fig. 6. Pinduoduo Marketing Strategy in Shanghai, China

(5) Analysis of Pinduoduo Product Types and Fake Goods Problems in Shanghai, China

As shown by the survey on the types of goods categories frequently purchased by users on Pinduoduo in Shanghai, China, the most purchased items are daily necessities, accounting for 54.44%; followed by electrical appliances, accounting for 46.75%; and then shoes, bags and food, accounting for 29.59% and 23.67%, respectively. The purchase types that ranked lower were mother and baby and cosmetics, etc. (as shown in Figure 7). This is mainly due to the fact that daily necessities are the main explosive products promoted on the homepage of China Shanghai Pinduoduo. China Shanghai Pinduoduo generally carries out direct cooperation with factories for large-scale production, reduces product costs and improves product quality, so that consumers can buy low-priced and quality-assured products. The purchase of electrical appliances ranked second, mainly due to the presence of big-name electrical appliance manufacturers on China Shanghai Pinduoduo, which has improved China Shanghai Pinduoduo's reputation, but there are still many consumers who are concerned about the existence of fake products in China Shanghai Pinduoduo when it comes to the issue of product copycat piracy.

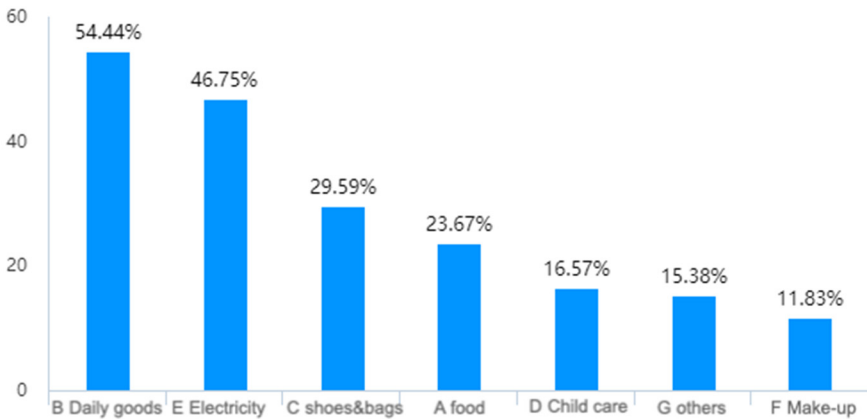


Fig. 7. Categories of Goods Consumers Frequently Spend at Pinduoduo in Shanghai, China

The results of the survey on the problem of fake goods on Pinduoduo in Shanghai, China, show that 47.34% of consumers think that there are quite a lot of fake goods on Pinduoduo in Shanghai, China, and 23.08% of consumers think that they are half true and half false, and the percentage of those who think that they are very few fake goods is only 10.65% (as shown in Figure 8). It can be seen that most consumers believe that China Shanghai Pinduoduo has more serious problems of fake goods and credibility.

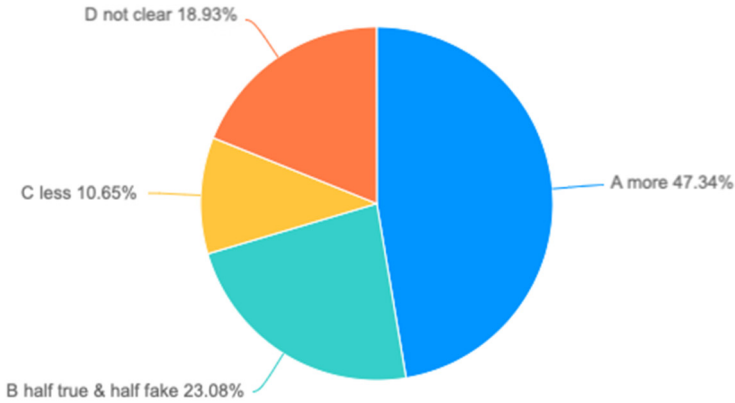


Fig. 8. Customers' Perceptions of the Presence of Fake Goods at Pinduoduo in Shanghai, China

(6) Analysis of the deficiencies of Pinduoduo in Shanghai, China

Finally, users were surveyed about the shortcomings of China Shanghai Pinduoduo, according to the survey results: among them, product quality problems and cottage and fake products problems ranked the top two, both accounting for about 50%; followed by lower threshold for merchants' entry and after-sales service problems, which accounted for 37.28% and 30.77% respectively (as shown in Figure 9). It can be seen that the quality of products and whether the products are genuine are the most concerned issues for consumers to consume in China Shanghai Pinduoduo, followed by after-sales service and the screening of merchants. Therefore, how to better solve product problems and improve after-sales service will be the key to whether China Shanghai Pinduoduo can continue to expand its market.

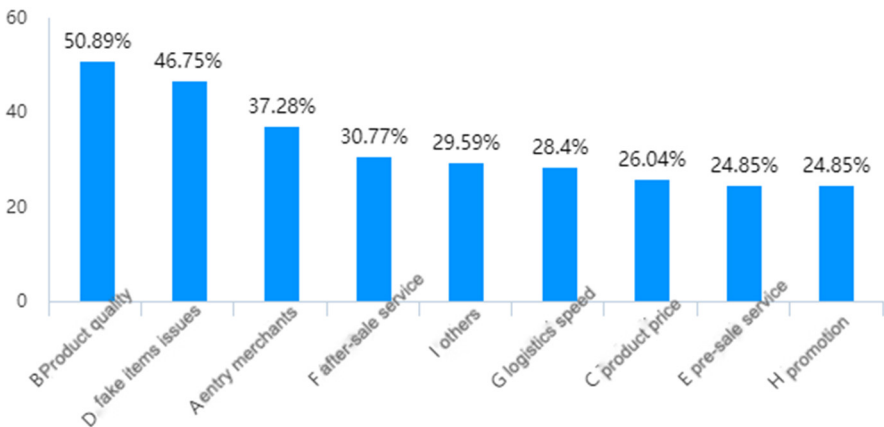


Fig. 9. Consumer Perceived Deficiencies of Shanghai Pinduoduo in China

2.3 Analysis of the Problems of Pinduoduo Social E-commerce Marketing in Shanghai, China

(1) Platform product problem analysis

From the results of the product type survey, it can be seen that consumers' product consumption types also cover daily use, electrical appliances, food, mother and child, etc. China Shanghai Pinduoduo currently has a more comprehensive and rich product range. As a third-party trading e-commerce platform, Pinduoduo has a wide variety of products, which is sufficient to meet consumers' purchasing needs in various aspects.

In terms of product quality, the survey on fake products and the survey on suggestions for improvement of Pinduoduo in Shanghai, China, fully reflects that consumers have greater dissatisfaction and concern about the quality of products of Pinduoduo in Shanghai, China, which is a common concern of consumers in purchasing. If a shopping platform has long-term critical issues such as product quality, it is also bound to affect its long-term sustainable development. Analyzing the results of the survey and the actual development of Pinduoduo in Shanghai, China, there are three main factors that lead to product quality problems: first, the malicious low price war between merchants, which makes product costs constantly compressed, product production jerry-building, and even some unscrupulous merchants produce fake products to obtain high profits; second, due to the insufficiently stringent supervision of Pinduoduo for merchants stationed in Shanghai, China, which leads to the entry of some low credit e-commerce enterprises into the platform, and the lack of strict monitoring of the platform. Secondly, due to the lack of strict supervision of the merchants in Pinduoduo, some low-credit e-commerce enterprises are stationed on the platform, and some merchants overuse the low price strategy in order to attract consumers, resulting in the production cost of the manufacturers being compressed and low, and the quality of the products continues to decline; thirdly, compared to offline shopping in brick-and-mortar stores, the consumers are unable to intuitively and accurately understand the information on the products. When shopping online, consumers often only through the platform merchant's description and released pictures to understand the product information, can not fully understand the products purchased. At the same time, consumers in the shopping will also be subjective ideas, when the receipt of goods found with the picture description and their own ideas gap is too large, it is easy to produce a negative impression, and even lead to the return of goods. [2]

On the issue of fake products on Pinduoduo in Shanghai, China, according to the results of the survey, more than 70% of users believe that it is difficult to distinguish the authenticity of products on Pinduoduo in Shanghai, China, and there are even more fakes, of which the two categories with the most fakes are electrical products and daily necessities. Specifically, unscrupulous merchants often slightly modify the icons of well-known brands, and consumers can easily be tricked without looking carefully. [3] For example, VIVO is changed to VIVI, XiaoMi is changed to XiaoMi, etc. Customers think that they have bought something good at a low price, but they do not realize that they have received a copycat product.

(2) Analysis of marketing model issues

The results of the survey show that the biggest reason for consumers to choose Shanghai Pinduoduo in China is the low price, for example, users can buy the same product at a lower price than buying it individually through the group-purchase mode. On China Shanghai Pinduoduo, the payment method is divided into individual purchase and group purchase, and the prices of the two can be very different, and the price of the group mode is especially low. Under the multi-person group mode, China Shanghai Pinduoduo can obtain a large number of orders of the same product, then communicate with the manufacturers, and then carry out large-scale production, which in turn achieves the purpose of reducing costs. At the same time, China Shanghai Pinduoduo cooperates directly with manufacturers, omitting the intermediate links, and realizing a one-stop service in which the manufacturers are responsible for product production, logistics and distribution, etc., which greatly reduces the cost of freight transport, which also allows China Shanghai Pinduoduo consumers to enjoy a purchase price that is comparable to the cost price. [4]

But at the same time, there are also some problems with this grouping mode, consumers in order to group together successfully, they must share with various WeChat groups and circles of friends, this frequent sharing link behavior is also very easy to lead to user antipathy, which in turn rises to the antipathy to the platform of China Shanghai Pinduoduo APP platform, lowering the image of the platform. [5] In addition, to help friends cut price mode in the new user may have a certain sense of freshness, but even if the user used all their contacts, from the free gift products are always different from the "touch" distance, which also greatly discouraged the user's participation in the enthusiasm. However, this model has brought endless user fission to Pinduoduo in Shanghai, China.

(3) Analysis of platform service issues

Quality service is the key to enhancing customer satisfaction as well as increasing the repurchase rate of customers, and it is also a full reflection of the reputation of an e-commerce platform. First of all, in the previous user satisfaction survey, a considerable proportion of users are dissatisfied with the after-sales service of China Shanghai Pinduoduo. Specifically manifested in the after-sales service links such as returns and exchanges, although most of the China Shanghai Pinduoduo merchants give consumers a promise that products with quality problems within seven days can be returned and exchanged without any reason. However, in the actual shopping process, this return and exchange operation process is relatively complex, resulting in a low consumer experience and a significant reduction in shopping satisfaction. According to the survey, only 45% of the complaint orders that were resolved by Pinduoduo in Shanghai, China in 2020 were resolved, which also shows that many complaint orders have not been reasonably resolved. Secondly, in the customer service attitude. [6]

Secondly, users are also more dissatisfied with the service attitude of the platform. Quality and efficient customer service can bring consumers a good consumer experience. For e-commerce platforms, whether or not they can timely and accurately respond to consumers' difficult questions and complaints has become a ruler for consumers to measure the platform's customer service. [7] In Shanghai, China Pinduoduo, most merchants have set up a robot response, can only respond to some standard and basic questions, can not solve some of the customer's targeted and

professional or difficult questions, which also leads to a poor consumer experience, and even produce merchants slack perfunctory their own feeling.

3 THE OPTIMIZATION STRATEGY OF PINDUODUO SOCIAL E-COMMERCE MARKETING IN SHANGHAI, CHINA

3.1 Strengthen platform supervision and enhance product quality

First, it has launched anti-counterfeiting actions. Following the launch of the "Double Fight" in 2018, China Shanghai Pinduoduo implemented a quality control program in the first quarter of 2019 to strengthen the protection of intellectual property rights, including 1,000 brands. Shanghai Pinduoduo's proprietary protection company has signed up more than 12,000 brands, developed more than 6,000 prosecution models, and blocked more than 97% of counterfeits. Pinduoduo is committed to providing 10 percent compensation for counterfeit products and offering "authenticity insurance" on a wide range of products to increase consumer confidence in purchasing goods. [8]

Second, optimize the process of combating counterfeiting. If the platform discovers suspected counterfeit goods on the same day, a series of remedial measures need to be taken in a timely manner: the goods will be temporarily removed from the shelves; the merchant will be notified to produce relevant documents to prove the authenticity of the goods; and the merchant's account with Pinduoduo in Shanghai, China, will be frozen. If the merchant fails to provide any documentation within 12 days after receiving the notice from the platform that proof is required, the merchant will be permanently banned from selling the product. [9] If the merchant is unable to prove the authenticity of the goods after two proofs, the merchant is penalized based on the consumer's loss. After freezing the merchant's credited account, the merchant will pay out to those consumers who need a refund.

3.2 Strengthening cooperation with brand merchants and expanding high-quality sources of goods

First, strengthen cooperation with brand merchants. In order to further enhance the comprehensive supply level of platform merchants and improve product quality, Pinduoduo in Shanghai, China, should also gradually improve the access standards of merchants and strengthen the standardized management of the merchants. At the same time, it is also necessary to strengthen cooperation with major high-quality brand merchants to expand the quality of supply sources. To this end, Shanghai Pinduoduo can carry out "10 billion subsidies" activities + brand stationing initiatives. For example, in June 2019, China Shanghai Pinduoduo officially launched the "10 billion subsidies" campaign. The 10 billion subsidy has always insisted on the strategy of low prices for authentic products of big brands, which has also formed a social consumption trend. After the launch of the 10 billion subsidy, more high-quality merchants and high-quality brands have been stationed in Pinduoduo, further expanding the pool of high-

quality goods subsidies, and significantly increasing the value of consumer trust in Pinduoduo. At a time when consumer psychology, consumption trends, and industrial structure are gradually changing, the 10 billion subsidized big brand genuine low price model launched by China Shanghai Pinduoduo allows consumers to enjoy big brand products at preferential prices and also enhances the trust value of China Shanghai Pinduoduo. [10] Currently, China Shanghai Pinduoduo has more than 800 million users, and the active users of the platform have far exceeded those of competitors, which is a great temptation for sellers. And a large number of top brands are stationed in China Shanghai Pinduoduo, which not only enhances the richness of China Shanghai Pinduoduo merchants' brands, but also allows more brand merchants to dig deeper into the middle- and low-end consumers who have a wider coverage, forming a new growth increment.

Second, strengthen cooperation with high-quality sources. Since the end of 2018, Pinduoduo has started to support small and medium-sized enterprise brands, by supporting some small and medium-sized factories, the products produced by these factories cover the field of electrical appliances, ceramics and other daily necessities needed by people's lives, and this support program also greatly reduces the platform's transportation costs and product costs, which in turn realizes the low price strategy. At the same time, Pinduoduo in Shanghai, China, also actively cooperates with fruit farmers in the origin, and puts forward the "DuoDuo Help Farmers" project, which buys fresh fruits and supports the planting industry, so as to bring fresh and pollution-free fruits to consumers. While bringing benefits to consumers, it also helps farmers in the country of origin to increase their incomes and improve the corporate value of Pinduoduo in Shanghai, China. [11] For example, during the recovery of the epidemic in 2021, China Shanghai Pinduoduo's "DuoDuo Help Farmers" project became a major brand advantage, causing its product sales to reach a peak, with more than 1,000 agricultural products with sales of more than 100,000 per product. The "DuoDuo Help Farmers" project also actively responded to the national call to revitalize the countryside, brought stable income to the majority of farmers in excellent production areas, and greatly improved the quality of China Shanghai Pinduoduo's sources.

3.3 Innovative user attraction model and multi-party cooperation

First, build diversified discussion and sharing channels. According to data from Weibo, 76.6% of the "95, 00" will "plant grass" netroots recommended products, which shows that China's planting economy has huge potential. Moreover, young people pay more attention to their own sense of experience, due to the lack of financial burden, they do not pay too much attention to the price of their favorite products.

For example, Xiaohongshu is a lifestyle "community" in which women occupy a large proportion, especially beauty and skin care products that are more popular with women. Therefore, for the products favored by women's groups, China Shanghai Pinduoduo can make use of the Xiaohongshu platform to allow vegetarians or bloggers to share the good things they have bought in China Shanghai Pinduoduo or high-quality stores, which triggers the discussion of more potential consumers who need to be "planted grass", and thus increases the exposure of China Shanghai Pinduoduo.

Secondly, China Shanghai Pinduoduo can also cooperate with B station, B station uploader is the current more efficient mode of bringing goods, can be directly linked to the store. [12]

Second, platform borrowing: in-depth cooperation with short video platforms. As China Shanghai Pinduoduo lacks short video and live broadcast functions, user traffic mainly comes from social traffic, introduced by incentives to share and transaction-driven, which also makes users lack of attention to the product itself, however, the introduction of short video platforms can well fill this gap. For this reason, China Shanghai Pinduoduo can cooperate with short-video platforms such as Shutter-stock, relying on the advantages of their more unified low-end and middle-end user base, and injecting new vitality into the expansion of China Shanghai Pinduoduo's user channels. [13] On the Shutter-stock platform, the attributes of the goods on the shelves are highly matched to the attributes of its users. Racer users mainly come from small towns and villages in the third and fourth tiers of the youth and middle-aged groups, the biggest characteristics of such users shopping is to focus on price, cost-effective and cheap and good, etc., this user characteristics and China Shanghai Pinduoduo user characteristics are also highly compatible. Therefore, the two can carry out product cooperation in vertical fields, and can introduce commodity links on the platform of Racer to continuously deepen the great potential after verticalization cooperation.

Third, dig deeper into the editorial recommendation function. Select flagship store products for editorial recommendation. The products of China Shanghai Pinduoduo flagship stores are generally of high quality, so you can choose these products for recommendation to ensure that the quality of the products is reliable, and to enhance the user's purchasing experience and China Shanghai Pinduoduo's brand trust. [14] For some ordinary seller stores, China Shanghai Pinduoduo editorial recommendation can be set to update at 0:00 every day, and select the products with better comprehensive factors such as peace of mind payment conversion rate, soaring sales in a short period of time, high product ratings, more favorable comments, fast delivery, etc. to get the editorial recommendation label. Products selected for China Shanghai Pinduoduo Editor's Recommendation will display the recommendation label on China Shanghai Pinduoduo's homepage, homepage category page, recommendation page, search page and product detail page. At the same time, you can also invite this product to participate in some official activities, so as to enhance the China Shanghai Pinduoduo store traffic, and then enhance the competitiveness of the product.

3.4 Strengthen after-sales service and customer service management to enhance service experience

First, standardize the after-sales service process. When the buyer applies for a refund, the store must process it promptly within 48 hours. If the buyer's creditworthiness is high, Pinduoduo, Shanghai, China, can directly default the refund; in the platform's after-sale rules, it includes two modes: refund only and return refund. Refund only applies to all orders, and return refund applies to shipped orders of non-specialty goods, special goods include fruits, fresh food, and virtual goods, etc.; for returned goods, when the merchant receives the goods and confirms that there is no error, he can click

refund to the buyer. If there is an error in the product, the merchant can communicate with the buyer to confirm and reject the application; for return disputes, the buyer can apply for the platform to intervene and submit their respective vouchers. If the buyer's credentials are approved, the merchant will need to refund the buyer. If the merchant's credentials are reviewed and approved, the merchant can reject the refund application; for the issue of order shipment, ordinary orders are usually shipped within three days by default, and pre-sale orders are subject to the store details page. If overdue this platform will send a voucher to the buyer's personal account, if overdue for too long then the buyer can apply for a refund at any time. [15]

Second, improve the service level of customer service personnel. China Shanghai Pinduoduo should strengthen the standardized management and standardized training of customer service personnel. Customer service personnel should actively respond to consumers, actively and patiently answer users' difficult questions, and ensure that the daily response rate reaches 80% to ensure that they can efficiently solve consumers' shopping queries; they should also actively deal with after-sales problems, and should not have a bad attitude due to consumers' returns and exchanges; they should carefully read and understand each consumer's needs, especially personalized information such as notes, and gradually improve users' shopping experience and service satisfaction.

4 VALIDATION OF MARKETING OPTIMIZATION STRATEGIES FOR PINDUODUO SOCIAL E-COMMERCE IN SHANGHAI, CHINA

Shanghai, China Pinduoduo as a social e-commerce platform, in order to improve the marketing effect, adopted a variety of optimization strategies and practice verification, and the final practice results also verify the effectiveness of the implementation of the optimization strategy, but also to provide users with a better social e-commerce shopping experience.

First, by strengthening platform supervision and improving product quality, Pinduoduo has greatly improved the overall quality of its products and the brand image of the platform. By providing "authenticity insurance" for various products, it has boosted consumers' confidence in purchasing goods. With the help of various anti-counterfeiting actions, it has also strengthened consumers' trust and frequency of consumption.

Secondly, China Shanghai Pinduoduo has greatly enriched the high-quality supply channels and improved the quality of platform products by strengthening the cooperation of brand merchants and continuously expanding the high-quality source of goods, which in turn has gained a good reputation among consumers, and to a greater extent, has transformed the consistent impression that there were many fake products in China Shanghai Pinduoduo before. At the same time, the rich quality supply platform and help farmers project and other strategies, but also greatly enhance the social image of China Shanghai Pinduoduo and brand image, to obtain a greater brand effect, for the platform's high-quality development has laid a solid foundation.

In addition, China Shanghai Pinduoduo also leverages a variety of modes, continues to innovate user attraction mode, and carries out multi-party cooperation. By relying on the consumer interaction and sharing activities on the Xiaohongshu platform, as well as the initiative of the fast hand platform to leverage the momentum, the mining of the editorial recommendation function and other initiatives, the positive interaction and sharing among consumers has been realized. Practical results verify that the improved sense of interaction and participation makes users more like to participate in the shopping activities of Pinduoduo in Shanghai, China, and improves the user retention rate and willingness to buy.

Finally, Pinduoduo in Shanghai, China, has adopted the strengthening of after-sales service and customer service management to enhance the service experience. This optimization strategy has greatly optimized the quality and efficiency of after-sales service, improved consumers' after-sales service experience and satisfaction, and gradually increased users' trust in the platform and their willingness to buy, as well as improving the platform's reputation by word of mouth.

5 CONCLUSION

Shanghai, China Pinduoduo's successful social e-commerce marketing model has become a hot topic in the field of e-commerce and the attention of domestic and foreign economic observers, which has achieved a huge breakthrough of 800 million users within just a few years of its establishment, which also breaks the traditional notion of e-commerce model of preconceived notions. At the same time, with the rise of mobile APP and community operation mode, it also changes the way of consumers' access to commodity information, which also heralds the arrival of "social + e-commerce" marketing mode. This new marketing model has successfully attracted a large number of young consumers with more consumption ability by virtue of its interactive and entertaining features, and has also realized a brand-new growth of the e-commerce model. For this reason, this paper takes Pinduoduo in Shanghai, China as an example, through the questionnaire survey, in-depth exploration of the social e-commerce marketing mode of Pinduoduo in Shanghai, China, and analyzes its problems, and then puts forward specific optimization strategies in the hope of further providing new ideas and inspiration for the innovation of the social e-commerce marketing mode, and promoting the brand-new development of the field of e-commerce marketing.

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