

Research on The Effectiveness of Customers to Business to Customers Business Model on Consumers' Willingness to Use E-commerce Platform

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Abstract. The C2B2C model is the first trendy e-commerce platform to come out of the circle, and its unique model has brought it rich revenue and wide fame. In the current academic world, there is no very detailed research on the analysis and summary of the business model and optimization suggestions and strategies of Dewu APP. Therefore, this paper analysed the C2B2C business model of Dewu based on the characteristics of Dewu's model, starting from the current development of the C2B2C business model, further analyzing the competitiveness of Dewu APP in the new e-commerce model by using the SWOT model, and studying the many effects of the business model on consumers' willingness to use e-commerce platforms. Finally, based on the information obtained and the information obtained from the research, this paper proposed to strengthen supervision and management, develop potential customers, improve the technology of the platform to attract more users, and study the strategies to achieve the innovation of the business model of Dewu. In the modernization and transformation phase, when e-commerce platforms are undergoing change, by disseminating the ideas and tactics of the business model, authors can give them the appropriate reference value and research importance for optimization and improvement.

Keywords: Dewu; Customers to Business to Customers (C2B2C); Business Model; Optimization suggestions.

1. Introduction

1.1 Background

Since 2013, China's government has focused on the development of e-commerce platforms and introduced numerous policies to reduce the operating costs of e-commerce platforms, in order to stimulate the rapid development of e-commerce platforms.

Due to the rapid development of the Internet and the entry of foreign trendy culture into China, people's awareness of diversified elements has greatly increased, and trendy culture has gradually become popular in China and is loved by many young people. With the growth of the millennial generation, this new generation gradually has the ability to pay for their own love, while consumer awareness is also awakening at the same time, thus giving rise to a series of new consumer ideas and consumption environment. The current e-commerce giants such as Taobao, Jingdong and cannot well meet the needs of the millennials to pursue quality and trend, such as tide products can not buy or fear of buying counterfeit goods, Dewu App is to grasp the special heart of this group of rapid development, to solve the user's desire to pursue the trend and also solve the user's fear of buying counterfeit goods, so slowly grow into a giant in the e-commerce business. Since its establishment, the number of users has reached 300 million, the current transaction size is around 200 billion yuan, and the order volume is close to 200 million.

Dewu was founded in 2015. Initially, it was an app to help young people understand trendy culture and information; in 2017, it launched a new trading model of "identify first, ship later"; in 2018, it topped the app store sports list; in 2020, the company underwent a brand upgrade so now it is called; in 2021, it became the first Internet company in Shanghai to receive the excellent CSR report A grade from the Ministry of Industry and Information Technology.

Previous studies have reported the online marketing strategy of the sneaker market represented by "Dewu" as an e-commerce platform. Mengjie Wang and Ruiqing Wu, studied the current development status, development prospect, and operation difficulties of C2B2C, the new e-commerce model (Wang, 2021; Wu, 2021). Jiahong Shen and Chong Zhang, who studied the unique customer value chain operation model around the Dewu APP (Shen & Zgabg, 2020). Sun and Xu analyzed in depth the construction, realization and development of the business model of the platform in the context of the digital economy, taking the Dewu APP as an example (Han & Sun, 2022). Xu combining three typical cases of Xiaohongshu, Dewu and Dianping (Xu & Liu, 2022).

1.2 Research Gap

Although there are many researches on Dewu and C2B2C business model, such as the sneaker market represented by Dewu as the network marketing strategy research of the e-commerce platform; the focus on the unique customer value chain operation mode research of Dewu APP; the construction, implementation and development research of the platform business model under the background of digital economy; and the comprehension of User Generated Content (UGC) marketing platform operation mode. However, in recent years, the development of e-commerce is rapidly, according to the survey, e-commerce in China held steady in 2020, but did not boom as much as experts initially thought. Growth last year was 20.0%—7.5 percentage points less than professionals anticipated—for a total of \$2.164 trillion (Hagel, 2015). Although it missed expectations, it is still the world's eighth-fastest growing country, accounting for more than half of the global e-commerce market (Cramer, 2021). At the same time, the vigorous development of cultural industry is fast. More results show that, in 18 years, radio, television, and Internet information services, which are rapidly developing, accounted for 27.9%, 21.8%, and 20.3% (Lian & Yi, 2022).

Besides, the influence of COVID-19 is also significant. The specific problems are that the products are too single to meet the needs of various consumers, and product supervision is not in place, which leads to the prevalence of fake goods. Meanwhile, there are new opportunities, such as the development of the community communication module on the platform, and the adoption of ordinary people's recommendation, sell goods through livestreaming and other ways to promote consumption, resulting in a new sales model. Similar problems and opportunities lead to certain limitations of the C2B2C e-commerce platform, but it also has great business potential. However, there is no research on the analysis of the new C2B2C business model, so there is a research gap in this aspect. This paper will study the e-commerce platform of Dewu App under the new C2B2C model. Find out its existing limitations and potential opportunities, looking for a new schema to the development of C2B2C business model.

1.3 Structure of The Paper

C2B2C, as a new business model among platform enterprises, shows increasingly extensive influence and popularity. C2B2C refers to the individual user to the platform and then to the individual user, which is a unique business model under the current "Internet +" background. This research plan will focus on the C2B2C model of the e-commerce platform to discuss how the business model affects consumers' willingness to use the e-commerce platform. Authors believe that the C2B2C model, which is similar to Dewu, highlights the value of "link" and makes second-hand transactions more reliable through the platform, which is favored by most consumers. However, there are still problems such as lack of supervision and single customers.

In order to verify whether the research question is correct, this paper will analyse the Dewu APP. Firstly, according to the existing relevant survey data, SWOT analysis and other analysis methods are

used to conduct business analysis of Dewu APP. Then, the influence of the business model on customers' choice of the e-commerce platform and the change of customers' willingness to use the e-commerce platform will be found out, which is embodied in whether consumers agree with the C2B2C business model of Dewu APP and chase down the core competitiveness and existing problems of C2B2C business model. Finally, puts forward thoughts and suggestions on the improvement of the business model of the online e-commerce platform. By studying the current business model of Dewu APP, it comes up with suggestions on how to improve customer satisfaction of most C2B2C online e-commerce platforms and attract more consumers.

2. Literature Review

2.1 Definition & Development

In today's rapid development of mobile Internet, the e-commerce business model is also showing new changes with the development of the times. On the basis of the traditional business model Online to Offline (O2O), the structured interactive platform combines its platform features and proposes a new business model C2B2C, which refers to the individual user to the platform to the individual user, is the current "Internet +" background of a unique business model.

C2B2C is a business model that is commonly associated with e-commerce transactions (Ryan, 2020). In C2B2C, a business acts as an intermediary between two consumers who exchange goods. This exchange is a business transaction in which one of the individuals acts as a seller and the other acts as a buyer.

Compared with the traditional O2O model e-commerce enterprises, this model enhances the value for the service by introducing the design of the standard setter (C1), to a certain extent, brings a boost to the sales of the service provider (B), also brings more responsibility, also for service consumption (C2) to obtain goods and services to ensure the quality. In recent years, there are more and more e-commerce platforms operating in C2B2C mode, such as nice, De Wu and other e-commerce platforms.

C2B2C as a new business model in the platform enterprise, showing increasingly wide influence and acceptance. This model has changed the relationship between producers and consumers in the traditional model, no longer only by the enterprise to sell goods and services to consumers, but also by the individual user to participate in the transaction, when the platform enterprise acts as an identification agency and other intermediate roles. The C2B2C model's unique all-participation approach further highlights the value of "connectivity" and provides room for operating a profit strategy with the platform as the core link.

2.2 Important Result

Nowadays, with the rapid development of the mobile Internet, the business model of e-commerce has also changed constantly due to the development of the times. Based on the traditional business model O2O, some interactive platforms, combined with their own characteristics, propose a new business model C2B2C, which makes the transparency among industrial chain, product supply chain and supply channels. What are the most important advantages are mainly reflected in the management of the customer value chain and the standardized management of the industrial chain. Under the model C2B2C, companies find and capture some contact points between customers and the company thus reconstructing the unique customer value chain in a new way.

For the consumers' choice aspect, many researchers have applied market analysis and found that more and more products will be designed for consumers, and technicians will have to find out how to really grasp and use the information from consumers within the enterprise in an effective means and operational process, and consumers increasingly expect technology to give them more choice and greater personalization flexibility. To give clients more options, the B-side seeks out businesses for combined cooperative marketing. For example, in their paper, "Integration and Development of Agricultural Product Distribution Model in the Context of online to offline (O2O) and customer to business (C2B) Innovation," Wang Guozhen and Zhai Lu proposed, "After agricultural product sales

adopt the C2B marketing model, agricultural product growers can grow and produce agricultural products according to consumers' needs." In recent years, e-agricultural business platforms have selected categories in high demand according to buyers' needs, increasing the range of choices for consumers (Wang & Zhai, 2022). Furthermore, Lin et al. in their article "Study on the C2B model of quality e-commerce under consumer upgrading" proposed that C2B companies put a wide range of products that have not been mass-produced into the market in advance through online pre-sales, providing consumers with numerous product choices and increasing their range of options (Lin et al., 2020). Additionally, in an article, Hu proposed that the core of the C2B model is to form a powerful purchasing group by aggregating a large number of users, so as to change the weak position of the B2C model in which users bid one-to-one, so that they can enjoy the benefits of buying a single product at the price of a large wholesaler, and to recruit a large number of businesses to cooperate in marketing, giving customers more choices (Hu, 2006).

For circulation speed and efficiency aspect, a common idea is that C2B can improve the speed and efficiency of distribution for consumers. For example, Zhang and Cai proposed that the lack of effective platform management mechanism of C2C used the book trading model makes the quality of used books uncontrollable, and the lack of reliable mutual trust mechanism between buyers and sellers reduces the efficiency of trading (Zhang & Cai, 2020). Through C2B, credit supervision can be strengthened, and third-party credit supervisors can be introduced into the trading platform to form a new business model, which fundamentally solves the problem of credit management on the C2C platform, thus speeding up the circulation of products and the efficiency of transactions. Moreover, Li proposed that the C2B model enables the manufacturer to plan the input, output and shipment time of each vehicle based on received customer orders and dealer orders, taking into account the statistical planning of the above factors for materials, workshop capacity, process limitations, and delivery time required by customers (Li, 2021). The high efficiency of input production makes the whole segment more efficient. This proves that the C2B model makes a significant improvement in production efficiency as well as transaction efficiency. In addition, Zhu mentioned that Xiaohongshu has accumulated a large amount of data on users' likes and favorites through its community operation, and based on these data, it can accurately analyze users' shopping preferences and habits, so as to grasp their actual needs and sell products with high market demand, ensuring that the products can be sold in their favor and quickly (Zhu, 2021). This ensures that the products can be sold out quickly and to improve the conversion rate, shorten the turnaround time and speed up transaction efficiency. This also proves that the C2B model has significantly improved production efficiency and transaction efficiency.

For the high customer fit aspect, many researchers have applied business model analysis method and found that the C2B model can effectively meet the value proposition of individualized consumer needs. For example, Zhu took Xiaohongshu APP as an example, the business process of Xiaohongshu mainly includes three major aspects, namely, community information sharing to stimulate shopping demand - the formation of orders - supply chain to guarantee the delivery of goods (Zhu, 2021).

Qiao studied the Pinduoduo App, which stands out among many e-commerce service platforms with C2B e-commerce mode and has developed into the third largest Internet e-commerce service platform in China after Taobao and Jingdong (Qiao, 2021). With its Pinduoduo mode and social networking with acquaintances, Pinduoduo has achieved a counterattack, becoming the fastest listed Internet e-commerce service enterprise in China so far. In terms of the total transaction volume and the number of active users of the platform, it is one of the leading e-commerce service enterprises in China. The main advantages of the Pinduoduo C2B e-commerce profit model is accurate positioning of the profit object, low-cost advantages and good profitability and development ability. At the same time, there is a single profit source, the risk of cash flow, low cost and so on. On the one hand, Pinduoduo's operation development has been continuously improved and improved, on the other hand, it provides reference for other e-commerce enterprises in establishing profit model.

Wang took Bright Furniture as an example (Wang, 2020). By establishing an Internet+ platform, Bright Furniture can effectively integrate consumer data on room furniture and build numerous

solutions based on the connection between the two, forming a cloud-based database of room furniture. The study found that driven by "Internet+", the C2B business model successfully broke the traditional supply chain circulation, realized the effective communication of information between different subjects, visualized consumer needs through big data analysis, improved consumer satisfaction and created new profit points for manufacturing enterprises.

2.3 Summary

The introduction of national policies, the development of technology and the general trend of consumer upgrading have jointly promoted the development of the e-commerce industry. C2B2C transaction model is in stages of progressive development. In this consumption model, the customer provides relevant product information to the enterprise and the enterprise certifies the customer's qualifications and products on the basis of information to meet the customer's relevant needs, and it provides product value to the customer, attracting the customer to the process of creating the value of enterprise. C2B2C implements both the competent units and departments of management for the sake of achieving systematic and scientific transaction process, which motivates more learners from the learning-oriented consumers. With the above policies, the common needs of the customer group are published to the enterprise platform via the Internet platform. Then the enterprise integrates not only this information but also the data of corresponding sellers to sell satisfactory products. The unique business model and profit model have contributed to the huge strides of the major e-commerce platforms themselves. Every coin has two sides. As the business continues to expand, the trading platform must never cease to iterate to carry more traffic to support a larger scale of business. In addition, few people produce high-quality content that is not sufficiently appealing, and the experience offered by building services is unsatisfactory. To maintain their core competitiveness and prevent being stifled by other e-commerce platforms, similar competitors must likewise be vigilant in the face of their rise. The design of the service may simultaneously result in an inadequate sense of experience, a poor output of high-quality information, and an inadequate level of attraction. Their fundamental competitiveness must be maintained in order to prevent being supplanted by other e-commerce platforms, and the advent of peer competitors serves as a reminder to them to increase their alertness.

3. Method

3.1 Research Design

A variety of method are used to assess Dewu's C2B2C method. Each has its advantages and disadvantages. However, in this paper, authors are going to adopt the qualitative analysis method, SWOT analysis is carried out for the acquisition.

Qualitative research methods are used to obtain detailed answers to the questions. Participants of the research are asked open-ended questions rather than asking close-ended questions through surveys and questionnaires. In qualitative research, a researcher gives more importance to the concepts, definitions, meanings, and detailed description of things and give less stress to figures and numbers. Qualitative research methods explain how and why something happens and do not answer what and how much happens (Bhasin, 2020). SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. A SWOT analysis is a framework to help assess and understand the internal and external forces that may create opportunities or risks for an organization (Peterdy, 2022). As an Internet enterprise, Dewu has great opportunities but also challenges, which is in line with the characteristics of qualitative analysis and SWOT analysis, so the above methods are adopted for research. At the same time, a large number of similar academic studies have adopted SWOT analysis method, samples were analysed for "Live broadcast + e-commerce" marketing strategy as previously reported by Sun 2021 (Sun, 2022). Based on the analysis of samples, the author chooses a similar research method to study our subject.

3.2 Dewu

Dewu is an Internet enterprise committed to building a network trading platform. Dewu was founded in 2015. At first, it was an App to help young people understand trendy culture and information. In 2017, the new trading mode of "identification first, delivery later" was launched to establish a trust mechanism between buyers and sellers. After that Dewu has topped the App Store sports chart in 2018; In 2020, the company upgraded its brand, renamed Dewu, and focused on creating a new generation of online shopping community. From selling sneakers at the beginning, it gradually expanded to a centralized sales platform for clothing, cosmetics, luxury products, digital 3C and other products. In 2021, it became the first Internet enterprise in Shanghai to be awarded grade A of Excellent Corporate Social Responsibility report by the Ministry of Industry and Information Technology and was ranked 40th in 2021 Internet Top 100 by the Ministry of Industry and Information Technology (Ding, 2022). Meanwhile, it also held China National Tide Day themed activities to further promote the development and growth of local brands. Dewu rose rapidly in this period of time and occupied a large share of the Internet market.

Dewu's trading pattern is special, set up a communication bridge between buyers and sellers and trust mechanism, Dewu also set identify links and charge a fee, has won the acceptance of the supplier and get the trust of consumers, at the same time set up community content sharing the platform to improve the visibility of products to promote sales. The figure1 shows the special transaction mode of Dewu, including its capital flow, commodity transaction mode and third-party cooperation. The platform credit endorsement is below (Figure 1):

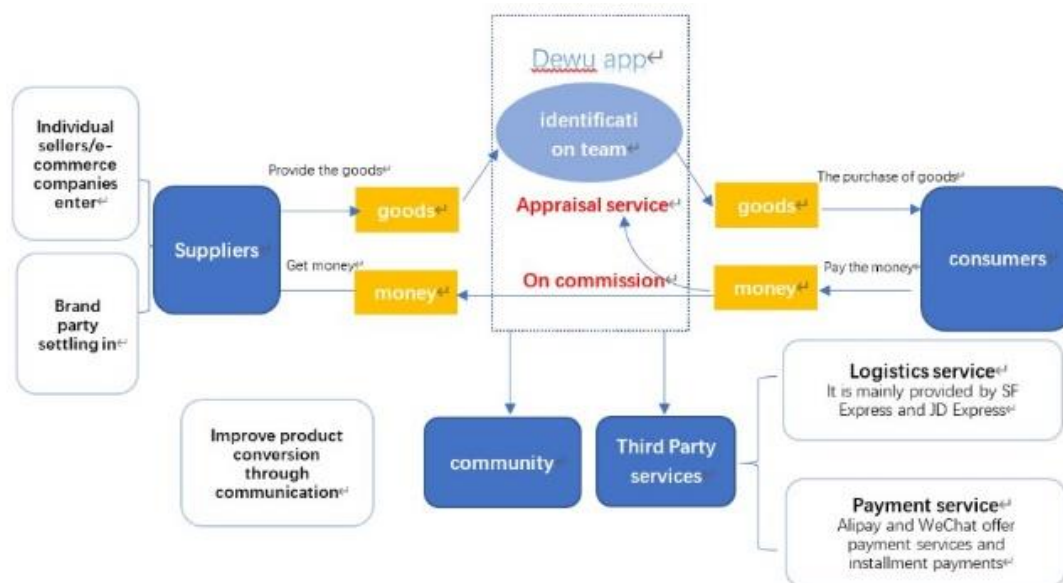


Figure 1. The platform credit endorsement (Zhang, Liu & Lin, 2022).

Due to the rapid development of the Internet and the entry of foreign fashion culture into China, people's awareness of diversified elements has been greatly enhanced. Fashion culture has gradually become popular in China and is favoured by many young people. The generation after 90s and 00s are the most direct audience accept multi-cultural edification, also naturally become the main trend culture consumers, became the main purchasing power to get things in Dewu, the Cenozoic group gradually have the ability to pay for their own love, and the consumer consciousness is awakening in the same period, which has given rise to a series of new consumption concept and consumption environment. Current electric business giants such as Taobao, Jingdong is not suitable to satisfy the people demand more the pursuit of quality and fashion, Dewu is to seize this opportunity, so slowly grown into a big electric business. The age distribution of app consumers is shown in the Figure 2 below:

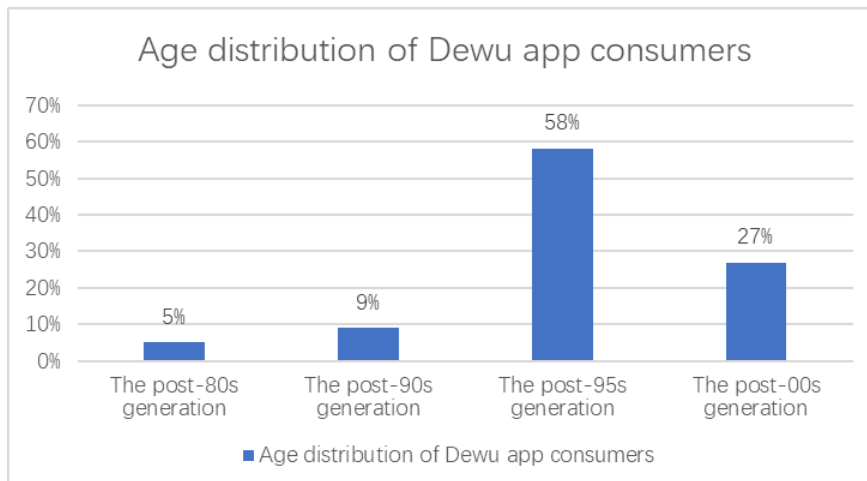


Figure 2. The age distribution of app consumers (Wang, 2021).

Since its establishment, the number of Dewu users has reached 300 million. The current transaction scale is about 200 billion yuan, and the order volume is close to 200 million yuan, gradually developing and expanding (Ding, 2022). In 2020, Dewu’s GMV (Gross Merchandise Volume) of acquired goods reached 50 billion yuan, with a year-on-year growth of 92.3%. In 2021, GMV reached 80 billion yuan, becoming the eighth largest e-commerce platform in China. The Dewu app has more than 100 million registered users and partners include shoe brands such as Nike and Adidas, as well as the gaming company Nintendo, according to officials (Wang, 2021). Dewu’s GMV and growth rate is shown in the Figure 3 below:

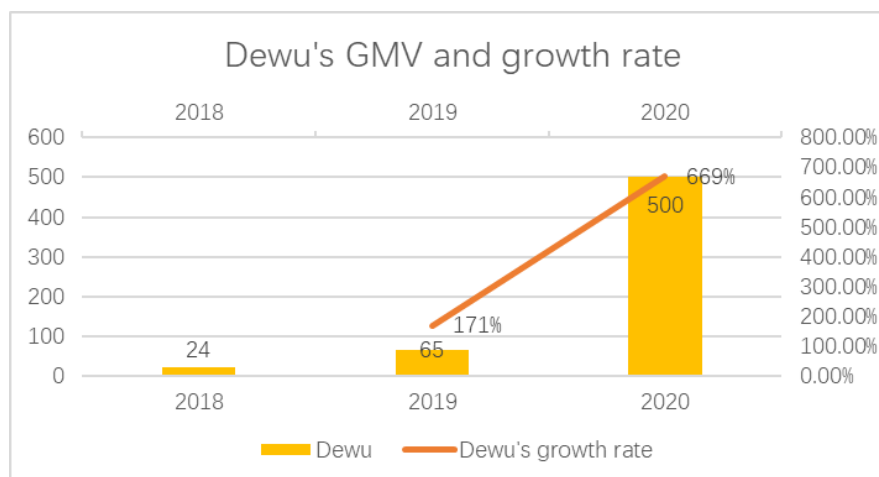


Figure 3. Dewu’s GMV and growth rate (Wen & Fan, 2022).

3.3 SWOT Analysis

3.3.1 Strength

Among the advantages, the C2B advantage of Dewu APP is more obvious, specifically in the following points.

Dewu APP establishes first-mover advantage and has professional identification technology. In the C2B process, Dewu has a first-mover advantage in building up a loyal fan base through the identification and exchange of sneakers in the early stage. With the C2B2C business model, Dewu has gradually expanded from sneakers to other trendy things by virtue of its identification service, meeting the demand of consumer groups for genuine trendy goods, and the market capacity is gradually expanding. According to public data, in 2019 Dewu APP annual GMV reached 6 billion - 7 billion yuan (Wen & Fan, 2022). There are also data showing that compared to 2019, the user size of Dewu has doubled and now has reached 240 million, and in 20 to 21 years, the number of monthly

active Dewu APP users reached 35 million in one year, an increase of 139%, achieving good performance (Zhang & Peng, 2022).

The App has accurate product positioning and the high user retention rate. Young consumers are the main force of the trendy market in recent years and have huge consumption potential. At the same time, the refined product design makes Dewu ahead of its competitors, with the interactive design of the product page in black and white, simple and generous, and the content of the display page is relatively rich, creating a mature trend exchange community. It also pays more attention to the experience of target customers, has a novel way of displaying products, which reduces users' thinking and clicking, and can well meet the needs of users in different scenarios before, during and after the sale, and the APP has a good user experience, which is loved by users and has a relatively high customer retention rate.

Product technology service is in the leading position. Dewu APP is the first to launch 3D product preview function, which helps consumers understand the appearance of products from multiple angles and deepen their understanding of them. The cool new technology such as VR try-on, which effectively meets the user's online experience, enables the user to try on without leaving home, eliminates the user's worries about fitting or unsuitable feet, saves the time and cost of shopping, satisfies the user's freshness of online shopping, and has strong appeal to young people.

3.3.2 Weakness

Long logistics and transportation time, reducing the user experience. C2B2C mode increases the commodity transportation time, goods must be identified through the platform before shipping to buyers, ordinary spot in the hands of the seller, the seller may be supplied through a variety of channels, compared to the lower compliance rate, shipping logistics is relatively slow. However, the market price of trendy goods changes rapidly, the price after the user receives the goods and the price at the time of purchase may have a significant price difference, which will make the user experience worse.

Identification services are questioned. As a professional appraisal service platform, it should be trusted by consumers, but the news of fake sales of Dewu is often exposed, and recently it was caught in the crisis of "Quality Gate". The sampling results show that the failure rate of the sample of the platform is as high as 50% (Wu, 2021). The negative news reports will reduce the consumer's desire to consume, causing a large number of users to lose, causing a decline in sales. If people can't deal with this phenomenon and optimize the identification process in time, it will put the enterprise in trouble.

Lack of innovation in operations means. In terms of activity operation, there is no difference between Dewu and other companies, and there is no innovative point and attraction of its own. Activities are mainly conducted in the form of the lottery, coupons, etc. Although they play a certain role in pulling in newcomers, users cannot have deep knowledge and identity of the product, and cannot effectively gain loyal customers, and the churn rate will increase. In terms of content operation, there is relatively little quality content recommended by the community. The homogenization of UGC creation is serious, because the lack of good original content and the quality of graphics is not high. Besides, the "seeding" rate of creators' content to users is low, which reduces the attractiveness of the platform to users.

3.3.3 Opportunities

The trendy market has a broad prospect. Policy, economic, social and cultural, technological and other factors to promote the development of the trendy consumer market, trendy commodity categories are expanding, the trendy market scale increased. In recent years, national trend brands have also begun to rise, building up strength for the trendy consumer market. Trendy brand premiums and high profit margins make many e-commerce companies focus on the trendy market, trendy culture gradually in the penetration of new first-tier cities outside the first-tier cities, the trendy consumer market will continue to maintain a high growth rate in future time. Taobao, Jingdong and

other comprehensive e-commerce platform and brand online and offline stores cannot fully meet the demand of trend enthusiasts for goods, to have a lot of room for development.

Advertising implantation brings promotion effect. With the promotion of TikTok and other self-media platforms, Dewu implanted advertisements in short videos that young people love to watch, using high-quality video content for marketing, establishing a connection with target users and precipitating a large number of young groups and young users. The ads introduce the brand and products to users at the same time, and users form the impression that they are looking for the APP to buy low-priced authentic products, gaining good exposure and stimulating their desire to buy, thus increasing the number of APP downloads and the conversion rate of products, which can tap more into the potential of young consumers and has more room for profit.

Key opinion leaders (KOLs) bring goods to enhance the appeal. The live broadcast section is also available, and several KOLs are invited to live broadcast and share their trendy outfits on the platform, and the anchors can actively interact with their fans through the community, making the platform a trendy destination. Fans can directly buy the trendy items “planted” by their idols on the platform, making the platform highly attractive.

Stars help the platform fans soaring. At present, there are many stars have been joined in the platform, some of them have created their own trendy brands, which have attracted a large number of fans to support. The epidemic has made the live broadcast so hot in recent years that the live broadcasting industry is growing rapidly, and Multi-Channel Network (MCN) agencies have hatched many net stars as a result. The celebrities and influencers who endorsed products raised awareness of the Dewu App and encouraged the growth of Dewu's marketing.

3.3.4 Threats

The emergence of competitors. As the industry grows, many competitors have emerged, and many products have imitated the business model of Dewu, and there is a battle for sinking users. Although there is a gap between the revenue and user scale of other competing companies and Dewu, the momentum of catching up cannot be underestimated. In terms of price, the appraisal fee is high compared to nice, a competitor with appraisal services, and products sold on the website do not have a significant price advantage compared to other e-commerce platforms. Compared with the content-based social e-commerce platform Xiaohongshu, there is a difference in the quality of the creators' content, and the development of similar e-commerce platforms may impact the trendy community of Dewu.

Counterfeit goods pose a market risk. The identification service makes up the majority of Dewu's reputation and attributes. Although Dewu makes every effort to assure that the products it sells to customers are genuine, mistakes in product identification and inspection will always occur, and the platform may not always be able to identify all counterfeit items. The platform will face complaints if certain bogus goods are shipped to customers without the platform detecting them. There are also unscrupulous elements who counterfeit the anti-counterfeiting set and sell counterfeit goods, which seriously violates the rights and interests of consumers and damages the platform. This is a serious violation of the rights and interests of consumers and damages the reputation of Dewu, and the company will face market risks due to the decline of reputation.

Tightening policy factors. For example, on January 1, 2021, the Ministry of commerce officially issued a notice on promoting e-commerce enterprises. The notice on the development of e-commerce enterprises, which clearly requires enterprises to vigorously promote the sustainable, green and healthy development of China's e-commerce enterprises. The government will also regulate Dewu if it does not improve the quality of user services and is subject to too many complaints. With the recent exposure of the e-commerce live industry tax problems, the state has been greater consolidation and supervision to further purify the e-commerce environment, may play a role in the development of e-commerce enterprises.

4. Result & Discussion

4.1 Result

Research shows that the overall advantages of Dewu in the C2B2C model are Dewu APP establishes first-mover advantage and has professional identification technology. The App has accurate product positioning and the high user retention rate. Product technology service is in the leading position. The trendy market has a broad prospect. Advertising implantation brings promotion effect. KOLs bring goods to enhance the appeal, and stars help the platform fans soaring. The overall disadvantages of Dewu are long logistics and transportation time, reducing the user experience. Meanwhile, identification services are questioned, lack of innovation in operation means, the emergence of competitors, counterfeit goods pose a market risk, and tightening policy factors are the main problems.

4.2 Discussion

The uses of C2B2C mode provides great help to the development of Dewu. C2B2C business mode is the fundamental condition for the development of Dewu identification and other work. Meanwhile, the use of the C2B2C shopping platform by consumers also improves consumers' consumption experience and guarantees the rights and interests of consumers, which is worth advocating.

Above research shows that Dewu has grasped its core advantages in the development, improved user experience through scientific and technological means, and brought benefits to the platform. At the same time, there are many problems threatening the development and survival of the enterprise. The suggestion for internal advantage is Focus on market segmentation while remaining attractive to existing consumers the platform has a large number of first-tier users. Although first-tier cities have a good consumption foundation and the consumption amount of fashion brand is higher than other regions, the consumption amount of second and third-tier cities and below is low, but the growth rate is higher than first-tier cities. Qinghai province, for example, saw 385% increase in 2017 (Wang, 2021). The main group of fashion brand consumers is the post-1995 generation, but there is a trend of radiating to other age groups. When it comes to fashion brand consumption, female users prefer accessories. In fashion brand consumption, women account for more than 60% of total consumption, whether it is shoes, clothing or bags and accessories (Wang, 2021). If the platform focuses on female consumers, as well as combination sales, it will increase market share. The recommendations for internal weaknesses are strengthened cooperation with S.F. Express and other logistics companies, build more identification companies and logistics warehouses, ensure efficient transportation and identification process to improve user shopping experience. For external opportunities, suggestions are put forward to strengthen cooperation with Douyin, Kuaishou and other we-media platforms, carry out advertising on website, live commerce, ordinary people's recommendation and other marketing methods to improve the exposure of the platform. Lastly, advice for external threats is paying attention to choose target marketing model and strategy selection. Dewu's choice is professional marketing mode, in the choice of the strategy is a differential target marketing strategy. The platform can be carried out in accordance with the model of product specialization. Consumers' understanding of the platform is limited to fashionable shoes and there is no professional association for the platform. Besides, Dewu should obey the government's austerity policy, strengthen the supervision of the platform, crack down on the sales of fake goods, and build a stable trading platform for sneaker and fashion items.

5. Conclusions

The trendy culture has gradually gained popularity in China and is adored by many young people as a result of the rapid development of the Internet and the introduction of foreign trendy culture. By seizing this opportunity, Dewu has developed quickly, catering to users' desires to follow trends as well as their psychological needs and has subsequently slowly expanded into a titan in the e-

commerce industry. This study investigates the impact of the business model on consumers' willingness to use the e-commerce platform by using SWOT model to analyse the advantages and disadvantages of the C2B2C business model of Dewu, and finally proposes recommendations to strengthen supervision and management, develop potential customers and improve platform technology to attract more users.

The business model of Dewu APP provides a reference for the business model reform of other platform enterprises, but Dewu and other platform enterprises also need to pay attention to the problems that exist at present, and make timely improvements for the problems, and jointly promote the high-quality and diversified development of China's digital economy under the continuous development of the trendy market. The author hope that the Dewu APP can continue to reform and update, gather more trendy elements, and develop continuously to become a real leader in the identification of authentic trendy products.

The optimization suggestions provided in this paper are summarized based on the results after analysing the cases, which are applicable to the trendy e-commerce under the C2B2C model and worthy of reference and learning. In addition, the object of research and analysis selected in this paper is a typical enterprise of the current trend, which is typical and has strong commercial value.

In this paper, there are some shortcomings due to some force majeure. For example, because of the inability to talk directly with the person in charge of the enterprise and the few channels to obtain the required information, the relevant financial data is not complete, and the accuracy and completeness of the material is somewhat lacking, which makes the analysis process a little more difficult. Moreover, the financial data of the studied enterprises are not fully disclosed to the public, so it is impossible to obtain the required first-hand materials, so authors have to find another way. The data used in this article are obtained from a large amount of literature, and their accuracy and completeness are not yet satisfactory, so the results of the analysis must be further tested in practice. In the future, if Dewu publishes its financial statements to the public, a more specific analysis of its development can be made in conjunction with the corresponding data.

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