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Application of Multi-media Technology on the E-commerce Website in China: A Case Study on Jumei Youpin

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Abstract: As a vertical B2C enterprise, Jumei Youpin has become the leader of the cosmetic market in China which now is the biggest cosmetic group purchase website. Previous studies pay little attention to the application of multi-media technology on the e-commerce website. However, this study analyzed how Jumei Youpin apply flexible multi-media technology in its own website and become a successful e-commerce company. This research will provide some advice about the application of multi-media technology for other E-commerce websites which is of great significance.

Key words: e-commerce website, multi-media technology, internet, interactive interface, website design

INTRODUCTION

According to the statistics, the number of Chinese net citizens has been to 591 million and people almost cannot live without the Internet. With the development of the technology, commercialization of the Internet has been shaped and E-commerce websites was born. At present, Chinese E-commerce develops rapidly and more and more people choose E-commerce platform to achieve varieties of trade activities. Most people choose E-commerce platform purchase goods, such as Taobao, Jingdong, Jumei etc. The appearance of E-commerce website illustrates the enormous attraction of the Internet market. The amount of shopping online has been over 1000 billion during the whole year of 2012 which indicates the huge business value. At the same time, enterprises take all kinds of methods to attract consumers all the time and the competition among them is very intense. The enterprises recognize more clearly that it is vitally important to design the website to the E-commerce activities and pay more attention to the application of the multi-media in the website.

In China, there are numerous e-commerce websites, but most of which fails to grow up or stuck in crisis such as Fan Ke or No.1 store. Shen and Ren (2004) think that the key of solving the problems is to improving the searching system of the website besides the combination of the multi-media. Jumei Youpin makes great achievement after its establishment in e-commerce fields. The authors believe that the flexible multi-media technology plays an extremely important role. As a result, the study tried to analyze the success of Jumei Youpin and then hope to find practical advice to other e-commerce websites.

APPLICATION OF MULTI-MEDIA TECHNOLOGY ON E-COMMERCE WEBSITE

E-commerce is a business process that takes advantage of the electric media to make a deal on the basis of the Internet environment. It is a new business transaction model that emerged in western countries in 1990s. E-commerce makes the transaction go on efficiently and automatically without study using which transfers the traditional indirect material transaction into direct economy that is based on bit form. E-commerce is generally divided into four parts: E-commerce website, consumer, bank and logistic company.

Multi-media is a kind of technology that conducts two more different type information at the same time which includes image, text, audio and video, etc. From the way that people sense the information, media can be divided into visual, auditory, tactus and taste media. It is sure that the present E-commerce website focus on the visual and audio which have a large number of data and the audio-visual and interaction is better.

From the situation of the multi-media application on the website, the potential of multi-media technology on website still needs to be digged. It should be studied more about how multi-media technology can attract more consumers and then produce more profit to E-commerce company. Table 1 is the condition of multi-media application in China. Table 2 is the condition of multi-media application of e-commerce website

In order to make the E-commerce be the best choice to consumer in 21st century, it is necessary to combine the E-commerce and multi-media technology to integrate a E-commerce website system of highly interaction.

Table 1: Condition of multi-media application on website in China

Form	jpg	gif	zip	swf	doc	pdf	rm	mid
Proportion (%)	49.9	13.6	11.5	9.2	4.9	3.1	1.5	1.5

Table 2: Condition of the application of multi-media in E-commerce website

	jpg	gif	swf	Rm	mp3	ram
DangDang	3	411	2	0	0	0
Ebay	1	91	0	0	0	0
800 buy	0	161	0	0	0	0
Alibaba	1	44	0	0	0	0

Resource: <http://www.cnnic.net.cn/>

APPLICATION FORM OF MULTI-MEDIA TECHNOLOGY ON WEBSITE

Visual media: Visual media contains words, figures and images, etc. which is the basic element of E-commerce website. Text is the fundamental form of the release of e-commerce information, text can deliver more information to consumers about the product simply (Luo, 2008).

Audio media: Sound is one of the most convenient and familiar ways that people sending information and exchange feeling, if there is grace and pleasant music that fits the theme of e-commerce during scanning, it will definitely attract the consumers' interest, as a result, consumer will spend more time on the site, thus can bring more information to consumers. Nowadays, the common forms that are used on e-commerce website are MID, WAV, RM and MP3 (Luo, 2008).

Interactive media: The users are no longer the passive receiver of traditional multi-media in the e-commerce activities under the circumstance of WEB, on the contrary, they join in the information as a voluntary person. Website designer can change and moderate the website according to the goals and strategy of the company and the feedback of users by using the technology JAVA, FLASH, AclivexControl and VBSCRIPT (Luo, 2008).

Main characteristics of the application of multi-media on e-commerce: (1) Integration. It can obtain, save, organize and integrate the information from many ways, (2) Control. multi-media technology handle and control multi-media information comprehensively on the center of computer and act as the order of people and effect on the people's sense organ and (3) Nonlinearity. The nonlinear feature of multi-media technology can change people's traditional reading and writing model. In the past, people adopted the framework of chapter, page to get knowledge, whereas will use HyperTextLink, make the content more flexible and variable to the reader (Luo, 2008).

ANALYSIS OF THE APPLICATION OF MULTI-MEDIA TECHNOLOGY ON JUMEI YOUPIN

Jumei Youpin is the first e-commerce website that only sell cosmetics base on group purchase. It established a new model of B2C of e-commerce in cosmetic field. In fact it is a vertical B2C website. The Jumei Youpin's group purchase model not only provides the information to consumer but also provide a B2C platform that sells cosmetic. In the first year of Jumei Youpin, its gross income was more then 100 million and 1 billion within 3 years. In the fierce competition of the e-commerce in China, the success of Jumei Youpin should be discussed and studied.

As a group purchase that designs particularly for women and mostly sells cosmetic for them, the demand for the page of the website is higher than other e-commerce website. Females are very sensitive to the design of the appearance. Jumei Youpin caters to the requirement of women, the color of the website is mainly pink, fully reflects their target consumer group is woman. Jumei Youpin provides colorful, general and complete information of goods which can avoid the blind consumption of consumers then promote the sales. The following part is to analyze how the multi-media technology applies on the Jumei Youpin and get good effect.

Framework and structure of website: From the consumers' point of view, they are willing to buy commodity with complete information beautiful website compared to the simple and less information website. People can combine these goods with media which helps consumers to receive these information. As a result, the quality of website design has direct influence on the quality of website. The design should make vivid, harmonious and beautiful page according to the theme which can make the users enter the e-commerce world in a relaxing and pleasant mood, catch more information with little time.

When you enter the home age of Jumei Youpin, we can see the video advertisement of Jumei Youpin above the page, after clicking it you can see the advertisement. The small area becomes bright spot of the page, attract a lot of customers. The advertisement catches the eyes of customers successfully and they love it. The plug-in module is a picture of present CEO and Vice-president of Jumei Youpin, who are very young, showing the confidence and courage of company, seize the customers' heart, especially for the young lady. In the picture, the

words “glory days, I speak for myself” expresses the distinguishing feature of Jumei Youpin, gives a deep impression to the customers.

Then it is the navigation column, including “today’s group purchase, cosmetic shop, discount of the famous brand, cosmetic words-of-mouth, mobile Jumei”. Though it is simply used black as its background, it express feature of its group purchase activity, emphasize its cosmetic commodity and its good quality.

On the right and below of home page, the website both use JavaScript technology to make the home page stable and the navigation fix its position. It also includes 2-dimensional bar code of cellphone and the sort of goods navigation which improves the interaction of website.

On the home page, the multi-media is mainly used words and images, vector picture and video. The whole interface is concise and understandable, the quality of the website page is high, the shortcoming is that the picture is too many, so is the data of website, but it can be done by using the compress arithmetic to loading the whole page in a short time.

Product introduction: Compared with other on-line shopping websites, Jumei Youpin’s page is more professional. Generally, the product name is composed of “brand+function+name+product number”. Apart from the product image and price, discount percentage and keywords are given. For instance, keywords for lipstick are “sustainable” “moisture” and “lip moisturizing”. Consumers could get a general idea of the products by reading the abbreviated words and decide whether to buy, if any. In the detailed introduction page, as opposed to the disorder ones on other websites, Jumei stands out by providing a professional and aesthetical page, outlining the introduction picture, some of which with literate specification.

Beside the wide usage of words and pictures, Jumei sets a “try your luck” section with free trial fee and micro-comic, to stimulate the trial desire. Also, the language used is very stylish, like “In this cold, emotionless and hatred world, Xiaomei (A personalized name for Jumei Youpin brand) warms you. Instant classy! Jumei products!” These funny customer centered and energetic words indeed exemplify that Jumei cares about the customers and because of that, is in rapid development.

The analysis above says a lot about the importance of right language using in context. Delicate and stylish internet language would definitely touch the very deep heart of the consumers.

Jumei’s word-of-mouth center: As a feature of Jumei, “Jumei Word-of-Mouth” has gained the consumers’ favour. In terms of the multi-media technology, Word-of-Mouth center provides a edit platform for consumers, including uploading the pictures and editing words. Jumei encourages consumers to write the assessments by sending discount coupons and consumers can express themselves via the platform. So majority of consumers will choose the proper pictures and magnificent words to assess the production. Comparing with other websites, Word-of-Mouth center makes people know more about the production. Since, the Word-of-Mouth center came up, consumers have more enthusiasm and they share the information via the platform. Gradually, Word-of-Mouth center becomes the important reference before purchasing.

According to statistics from the agency, 80% consumers have more faith in Word-of-Mouth than other information source. During the process of the Jumei’s marketing, they think Word-of-Mouth center functions well on the enterprise’s grand.

The reliance from consumers is a weakness for E-commerce. Only having a excellent assessment, does it gain more consumers. The principal of Jumei says that the production grand is visible and the reputation grand is invisible. Each consumer can be a sale personnel for the production grand.

Media marketing of Jumei: With the prevalent using of Internet, an interactive and high involving cyber media is hugged by increasing number of consumers. The birth of micro-film and its ad incredibly shapes how product placement is executed: Products are placed into film high-involving and emotion evoking instead of simply shown in scenes. Equipped with better story-lines, filming techniques, micro film ads are able to express the brand image as well as brand concept in a sufficient way. In communication perspective, micro film ad is brand-new communicative method, as opposed to the traditional film and ads. Its differentiated production, broadcasting and distribution all make it a new way in terms of communication.

“Journey to your dream must be lonely, doubted and even mocked, but what’s the big deal? We should choose an exciting life, despite all the tortures and struggles.”

Presenting the modern youngsters, the stylish Chen Ou ad of Jumei becomes an instant hit among ad buyers and consumers.

First on Hu’nan TV and then on Internet, “Chen o style” turns into a very popular way to express. Virus

spread among the cyber users, many editions including the humorous ones are invented and adopted, to shout out their attitude towards struggling. This time, Jumei successfully integrates network TV and social media: In literate level, struggling spirit and the brand value are perfectly combined; On top of that, delicate shooting and smart storytelling is greatly eye-catching.

A successful ad should make the best use of communication resource, combining multi media and art, rather than solely relying on the traditional method. In the case of Jumei, new media plays a key role. Through internet media critics and columns along with talents' promotion, brand exposure and attractions are insurmountable. Integrated marketing communication is to implement "A whole strategic process, made up of the make-up, modification and execution of an interactive marketing plan which should be adjustable, measurable and persuasive (Wang and Sun, 2013). It aims to cover the current consumers and the potential ones, external internal ones and other targets. The successful marketing of Jumei is an excellent example of good integrated marketing.

Interactive interface design of Jumei: Interactive feature of e-commerce guarantees the free communication between communicators and receivers via media platform. Providing more information and problem-solving solutions, interactive sites definitely help minimize the customer gap, offer better shopping experience and customer satisfaction, ultimately enhancing the buying motives. Based on that, we built a mutual-trust communication mode (Tang, 2006) (Fig. 1).

E-commerce interaction targets at the giving whatever information consumers want to know, in which process customer interaction is the theme and company website as the platform. Smartly put on the very right corner of the screen, the Java Scripted driven Jumei page makes the "on-line service" section energetically movable and

freshly observable for the consumers. Its convenience and anytime availability greatly improves the interactive feature and gains the credibility.

As consumers, surfing on company website is to collect product information and get the related product service. Therefore, a motionless and user-friendly page is required. With personalized designed website content and function, consumers could find the product and service in a faster and convenient way. The main page of Jumei gives a great attempt to integrate the resource and provide the most interactive platform.

The interactions between consumers and the websites in e-commerce world are realized through the third party tool, including but not limited to message board, hotline and instant messaging live800 on-line service. The figure below illustrates the interaction frequency (Yang and Li, 2012).

Different efficiencies of communication tools have various results. The interaction based on the prevalent messaging tool and mail well-preserved the interactive feature of Internet in during customer communication (Yang and Li, 2012). On the other hand, due to inefficient feature of customer feedback, interactions based on message board yield a lousy result. The interaction methods adopted by Jumei are live800 on-line service hotline and mail box which bridges the customer and

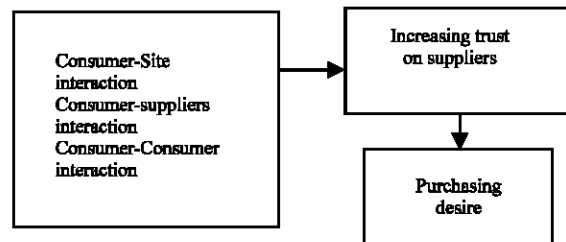


Fig. 1: Mutual-trust communication mode

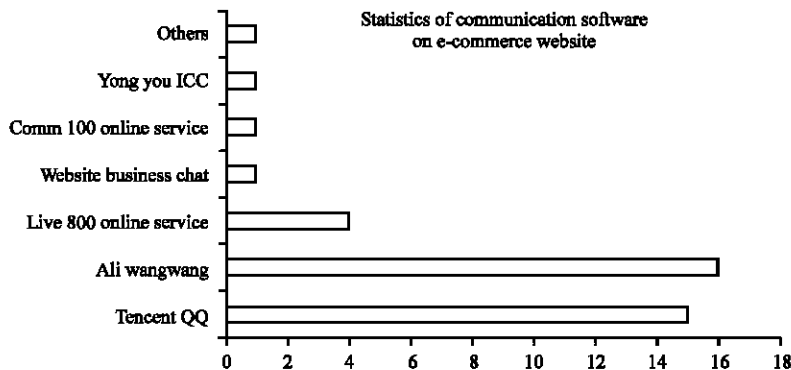


Fig. 2: E-commerce statistics

website, combining the on-line and off-line service. Thanks to that, most of the consumer questions and problems are solved in time.

Apart from instant communication, consumer feedback is another engine driving the interactivity. According to the Internet Information Research Center of China: 43% of the buyers believe comment is a great purchasing factor, 41% of the buyers review comments before every purchase while another 26% see comments before most of their purchase. Jumei builds a excellent word of mouth center, giving consumers a complete commenting platform, at the same time evoking the potential purchasing desire.

CONCLUSION

In conclusion, from the overall analysis above, by using multimedia-technology correctly, Jumei Youpin e-commerce website achieves both aesthetic value and marketing effect and makes a outstanding breakthrough on the application of multi-media in China. Jumei Youpin makes full use of the present technology, combining audio, visual and interface methods to improve its website. As a result, consumers are willing to spend more time on this website. The authors believe that the flexible use of multi-media technology help Jumei Youpin gain more and more market share in e-commerce field. The authors also believe that other e-commerce websites in China should learn Jumei's model which will help them grow faster and stronger in this fierce market.

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