The Investigation and Analysis of Outdoor Advertising Willingness about Different Types of E-commerce

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Abstract
The investigation of two channel through the line of e-commerce enterprise now, which about some outdoor advertising options of different E-commerce in the nearly two years (March 2012-2014 years). Reference data resources from the Shanghai Ogilvy Advertising Co. Ltd, and the advertising data of the companies in March in 2012-2014 are sorted and investigated. Finally some outdoor advertisement selecting suggestions and Solutions about the different types of business enterprise will be put forward.

Keywords
E-commerce; Advertising; Investigation; Outdoor Advertisement; Willingness

Introduction
In the era of 'bonuses, crazy people to sell brand sniff at, when the divide end is exhausted, for user head broken and bleeding they suddenly found, a sale Clay oven rolls can be through the Internet marketing, with only two stores a month to do 1500000; sell mobile phone how people can through the network channels to sell Jobs. Because the loss of indifference and marketing, are often surprised and terrified after unwilling.

And the advertising application and dissemination benefit also encounter this era of the Internet impact, traditional advertising in the rise in face of the new media, was forced to transition. Outdoor advertising and traditional advertising industry spends a lot of time and human made, such as the subway, airport bus is hanging flag, advertising, often get advertising benefits may not as good as in the micro-blog to create “hot topic” more wide. But there are still the truth exists traditional advertising, after all people access the Internet every day, the mobile terminal time still can not exceed and physical contact, and the transformation of the traditional advertising also will be the inevitable.

Background and Development Situation both at Home and Abroad
For the development of e-commerce itself, China and the international level there are still many gaps. One of the most important reason is that the concept of change, in USA, starting from the 10 year, issued newspapers has been reduced by more than 50%, and each big enterprise put in outdoors advertisement selection is also more picky and save cost, but will be more energy and creativity in network marketing, how to make the subject? How to obtain the hits? How to generate interaction effect and so on is the first problem more corporate communicators.

The Research Content is Summarized
The main content of this paper is the study of the 4 types of e-commerce, the enterprises selected, were applied, such as Huawei, Tencent; service type, such as "Jing dong mall", "shop"; professional enterprises, such as"dangdang.com", "Amazon"; the third party, such as "Alibaba", "pay treasure". A total of 8 larger scale, advertising the relatively large amount of e-commerce enterprises as the research object, the outdoor advertising classification quantity through professional channels to collect 8 enterprise shave invested in the "2012 to February 20, 2014". Based on the above object data collection, collation, can more clearly distinguish each enterprise outdoor advertising for, also can do some analysis and research of different
types of business enterprises on the different for.

**Investigation and Analysis of 8 home Appliance Business Outdoor Advertising**

The object of this research is: Huawei, Tencent, dangdang.com, Amazon, Jing dong mall, shop, Alibaba, pay treasure, e-commerce enterprise type 8 the classification of market share many 4.

Method of this research: through the practice of enterprise (Shanghai Ogilvy Advertising Co., Ltd.) special "4A advertising agency advertising platform" --www.admango.com, the platform for the industry, to specify the user name, password, and IP address before landing and use. The platform for global advertising industry authority advertising platform, with a high reference value.

**The Following is the Research Contents and Data Statistics**

The distribution of outdoor advertising Huawei in 2012 -2014 year in February 20th on the bus ads, the number is 61, the roadside for 67 shows, not propaganda shop, airport advertising a total of 4, a total of 68 subway advertising, TV wall without.

The distribution of outdoor advertising Tencent in 2012 -2014 year in February 20th on the bus ads, the number is 100, the roadside for 52 shows, in store promotion 1, airport advertising a total of 13, a total of 165 subway advertising, TV wall 11.

The distribution of outdoor advertising dangdang.com and Amazon in 2012-2014 year in February 20th on the two enterprises, outdoor advertising less for Amazon, which in the subway advertising has 57, other each data does not exceed 10.

The distribution of outdoor advertising content Jing dong and one store in 2012 -2014 year in February 20th on the electronic commerce enterprises, these two types of outdoor advertising for the gap is very large, a shop just in this time put out 41 subway and bus advertising, advertising volume Jing dong mall 100, road 17, 132 subway advertising.

The distribution of outdoor advertising content Alibaba and pay treasure in 2012 -2014 year in February 20th the launch, the two companies have the same system with a company, but in the advertising business is distinguished, the outdoor advertising volume are more, which Ali Baba in the time period on the subway advertising is more than more than 200.
Outdoor Advertising and Transportation Association is the First Choice of Running

This topic through the professional statistical approach, for a certain period of time the electronic Business Company in the outdoor advertising volume are statistically more detailed. In the above chart data we can see that there are still several outdoor advertising is still widely used, such as advertising on buses, subway advertising, thus we can draw the following conclusions: with the people’s daily traffic related outdoor advertising, is still the focus of major enterprises to launch.

However, why traffic type outdoor advertising is still the first choice for major companies. The main reason is, people’s lives are now tend to electronic, at the same time first-tier cities work pressure, cause people depend too much on electronic products as entertainment and leisure. But, even so, people’s daily traffic trip is not saved, the flow of people, traffic tools such as bus subway every day still is an astronomical figure, especially for a large number of first-tier cities such as subway. So, even if the traditional advertising has received the serious impact of new media, but because of the outdoor advertising natural geographical advantage, practicability and high flow rateis still not be new media advertising form instead of.

Application and the Third Party Business Enterprise for the Outdoor Advertising is Still Great

We can find from the survey data, the 8 enterprises investigated, the application level of outdoor advertising is different. Among them, electronic commerce enterprise application type and third type of each field is the giants, and their corresponding outdoor advertising the number is very considerable, and not because of the Internet advertising is various and have a certain reduction. A high performance electronic commerce development present very quickly -- the competition of the new products and launch huge gap is more and more short. In the electric industry competition is huge today, head broken and bleeding function similar products competitive, market share growing demand. Not only is the collision between each big electric business tycoon, small and medium-sized enterprise also more and more pressure for giants. The final result above phenomenon is, on the outdoor advertising will still publicity and promotion of enterprise products and brand plays a big role.

Outdoor Advertising Style was the Trend of Concentration

At present, e-commerce has a huge impact on the traditional marketing methods, many enterprise marketing center is focused on the Internet, however, for the application of traditional advertising has not completely abandoned, but dropped form produced change. Among them, the biggest change is, enterprise on the outdoor advertising for gradually concentrated, mainly concentrated in the bus, subway advertising. But for many other outdoor advertising form, its application has suffered a strong impact of new media and lose a lot of chance to be used, such as advertising, TV wall, the shop propaganda and so on, still be a large number of traditional industries dominated, and e-commerce enterprises more or from the Internet to openextension.

The Difference Between E-commerce and Traditional Marketing

From the Product (product) and Consumers (consumer) Perspective

The theory of general goods and services can be sold on the Internet, in fact the situation is not so, electronic products, audio-visual products, book intuitive and easy to identify sales situation is better. From the marketing point of view, through the network can make marketing for most products, if not through the network to reach the end of the transaction, the network marketing promotion and communication effects still need attention. Network marketing can really directly to consumers, the implementation of differentiated marketing (one to one marketing), can be designed for a certain type of even a consumer to formulate the corresponding marketing strategy, and consumers can freely choose the content they are interested in viewing or purchase. This is the traditional marketing and not.

From the Price (price) and Cost (cost) Perspective

Because the network marketing directly to consumers, reduce the who leaders, retailers and other intermediaries, saving the marketing expenses, can reduce the cost of sales, lower marketing costs, the price can be lower than that of the traditional way of selling price, and thus have a greater competitive advantage. [1] Also note that the reduction of -108-, less sales of intermediate links, commercial mailing and delivery costs will also affect the cost of goods sold and the price of a certain extent.
From the Promotion and Convenience (convenience) Perspective

In marketing, network marketing can use e-mail, Webpage, network advertisement and so. Also can use the traditional marketing promotions, promotional activities, general requirements must be innovative, to attract consumers, so the network marketing must have the same creative promotion way. On one hand, the network marketing to provide consumers remain within doors can choose to buy their own goods and services required of a convenient, less consumers to directly face the audio-visual goods, limited to the merchant's honesty and credit, cannot guarantee the information the absolute truth, and online shopping for merchant shipping or mail, and bring inconvenience to consumers in a certain degree.

From the Channel (place) and Communication Perspective

The two channels in the difference is obvious, because the network itself, leaving the network will not be possible to talk about e-commerce marketing, traditional marketing channels are diverse. Because the network has very strong interaction and global, network marketing can communicate in real time and consumers, to answer consumer questions, can through the BBS, the email information to consumers.

Conclusions

The results from the research are graph can be clearly seen, a number of outdoor advertising in the form of choice, is put in favor of corporate is very focused, concentrated in the traffic on the channel, such as the bus station, subway station and so on, and in store promotion, airport advertising did not receive a lot of e-commerce enterprises, and vice versa at the airport, to promote traditional industries as well as the store is far more electronic commerce enterprise.

So, through the research of the time, I hope that through my research, put forward suggestions for the business enterprise of outdoor advertising options and solutions. First of all, the business enterprise is the inevitable can not give up and down on the traditional advertising, but in the choice of running the preferential treatment according to the need, then the results of the survey show, traffic related outdoor distribution is clearly the best choice; secondly, outdoor advertising Cheng Ben than online promotion will be much higher, for some small and medium business the enterprise doesn't have enough resources to support its corresponding promotion work, so in this field can avoid heat strong traffic delivery, and to choose now application quantity are not many in store promotion and roadside advertising and traditional advertising model.

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REFERENCES


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Ms Jiang has some awards, such as Excellent Woman in Shanghai; Shanghai and nation excellent course “Data Structure”; Shanghai excellent course “JSP program design”; First prize in Shanghai and second prize in country teaching achievement award “practice and
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Hao Du was born in Yinchuan city in the Ningxia Hui Autonomous Region in March 21, 1991. The highest degree is bachelor degree, and graduated from electronic commerce major in Shanghai Second Polytechnic University.

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