Research on the Role of Computer Technology in the Interaction of Contemporary E-Commerce Network Consumption

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Abstract. With the rapid development of computer technology, the progress of Internet technology and the popularization of intelligent terminals, consumers are constantly inclined to online shopping and computer technology, and gradually shift to mobile terminals, resulting in mobile shopping and computer technology, and into the era of fragmentation and we media. Computer technology has become the super entry point of E-commerce, and mobile social E-commerce combined with computer technology, E-commerce and mobile terminal has also become a new trend.

Keywords: Electronic Commerce, Computer Technology, Computer Technology

1. Introduction

With the continuous progress of Internet technology and the application of smart phones, E-commerce has gained rapid development in recent years. E-commerce has changed people's lifestyle. Online shopping and consumption is no longer a luxury, but a very common consumption habit. For example, buying fashionable new clothes on T-mall, buying the latest appliances on JD, buying books on DangDang and amazon and so on, E-commerce activities provide solutions for all aspects, and online and digital transactions make people's life more convenient and colorful[1].

2. Relevant concepts of online consumption in contemporary E-commerce

2.1. Concept of E-commerce

E-commerce refers to the process of buying, selling, exchanging and distributing goods, services and information through computer networks, including the Internet. Electronic business is a broad sense of electronic commerce, which includes not only the purchase and sale of goods and services, but also
customer service, coordination and cooperation with business partners, learning behavior through the network, and digital information exchange within the organization[2]. The operation mode of E-commerce is shown in Figure 1 below:

![Figure 1. The operation mode of computer technology platform in E-commerce](image)

As shown in figure 1, from the micro perspective, E-commerce refers to various commercial and trading activities carried out by entities capable of commercial activities using the Internet and advanced digital media technologies. The content of the transaction includes not only physical products, such as clothing, home appliances and digital products, but also digital content, such as news, digital music, movies and other services. From a macro point of view, E-commerce is another innovation of computer network. It is a new economic environment established by means of Internet. It not only refers to Internet technology and business transactions, but also touches other social aspects such as government affairs, finance, law, taxation and education. E-commerce is based on the network, including the whole process from procurement, sales to business information management. In this process, all activities that can accelerate business processing, reduce business costs, and create business value fall under the scope of E-commerce. It connects employees, users, suppliers and stakeholders throughout the process to solve not only transaction problems, but also collaboration and service problems[3].

2.2. Concept of computer technology

With the rapid development of the Internet, we have stepped into the era of computer technology, which is the era of efficiency after the era of portal and search. Computer technology is derived from English SNS (Computer technology Service), Computer technology services based on the theory of six degrees of separation, interaction of friends, common interests, hobbies, or between the user based on real relationships between users, with real name, or the way the real-name on Network platform to build a temporary or permanent Social relation Network services. At present, computer technology mainly take comprehensive Web sites as implementation forms, providing users with digital personal information management services, interpersonal relationship management services, and multi-mode information exchange services. Computer technology includes hardware, software, services and applications.

3. The role of computer technology in the interaction of contemporary electronic commerce

Computer computer technology have become part of People's Daily life and work all over the world.
Computer technology has its unique elements different from traditional media, and its significant communication characteristics include:

3.1. Higher dissemination of authenticity

Real-name registration and uploading of real user information are recommended in computer technology registration. Most computer technology transfer real social relations to the Internet, and social users are also willing to share text, pictures and other contents into their social circle, as well as the browsing footprints of social users, which are all real. However, nowadays, network technology is increasingly developed, and some illegal users post unreal content through anonymous social accounts or small sizes, such as fake pictures, editing fake videos and so on, which also cause distortion of information for eyeballs. Therefore, strengthening network supervision and establishing a certain punishment mechanism are conducive to the authenticity and reliability of network information dissemination[4].

3.2. Communication diversification

It includes the diversification of media mode, communication function, language expression mode and cultural concept. We get information from traditional TV, magazines and newspapers to the Internet. People continue to get all kinds of information through the Internet, resulting in a variety of media languages.

3.3. Fast propagation speed

Because of its limitation, traditional media cannot release information quickly and instantly. However, with the rapid development of SNS computer technology and mobile Internet, social users can release information anytime and anywhere and share what they have seen and heard.

4. Classification of application of computer technology in electronic commerce

4.1. Social E-commerce based on interest social model

This is an E-commerce platform that further subdivides users according to the vertical field, attracts and gathers users with common interests to form a community, and publishes various business information and activities for these user groups[5]. To be specific, social E-commerce based on interest and social model first USES interest and social function to attract users and form communities, and then attracts more users with community, creates shopping guide opportunities in sharing, and finally gets profits from E-commerce partners through users’ purchase. Figure 2 below shows the coexistence of computer technology and traditional channels:
4. Figure 2. The computer models of products with the coexistence of computer technology

As shown in figure 2, social E-commerce based on media guide mode has obvious media properties, which can help users find their favorite products as soon as possible and recommend them to other users by sharing. Social E-commerce based on media shopping guide mode USES its powerful social functions, through the mining and analysis of massive user data, to find users' needs, help users to make shopping decisions quickly, optimize shopping process, so that users can place orders as soon as possible.

4.2. Social E-commerce based on O2O model

This refers to the use of social E-commerce platforms to provide various discount information and promotional information and implement various marketing activities, and the use of Internet technology to deliver various discount information, promotional activities and marketing activities of offline merchants to users, so as to encourage users to buy goods or experience services in offline physical stores. At present, there are mainly two forms of this type of social E-commerce: one is online shopping guide websites such as Dianping.com and Xianshell.com. Users decide the goods and services they need to buy through the comprehensive information of the masses' "likes" or "reviews" on the platform, and consumers pay attention to online word of mouth. The other is to use mobile social software such as WeChat and Weibo to implement O2O solutions[6].

5. Conclusion

In the Internet era, computer technology and E-commerce are constantly changing and innovating, and the integration of the two has become the norm. The development and changes are also testing the current model of social E-commerce. However, social E-commerce will not remain unchanged, and new models and methods suitable for users' needs will emerge. More intelligent and more efficient social E-commerce based on big data, Internet of Things technology and virtual reality will bring a new round of reform, and social and E-commerce will be further integrated, but the nature of social
and E-commerce will not change, and will be replaced by more personalized and high-quality social, E-commerce and social E-commerce services. The idea of connecting everything, buying everything and sharing everything will drive innovation in computer technology and E-commerce.

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