Problems and Countermeasures of Art E-commerce under the Background of Internet

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Abstract. Internet+ artwork is the process of grafting Internet thinking into the process of creation, transaction and consumption of traditional art, achieving the goal of lower cost creation, faster circulation, wider popularization and better prosperity of art culture. Nowadays, the main modes of art e-commerce include art channels in the comprehensive e-commerce platform, vertical e-commerce platform, mobile e-commerce and integrated e-commerce platform. Based on the analysis of these major art e-commerce modes, this paper explores the common problems and proposes countermeasures for the healthy development of art e-commerce.

Introduction

At present, the artworks can be mainly divided into three categories: the first category is original works of art, such as art-worthy sculptures, paintings, calligraphy, photography, installations and other arts and crafts created by famous artists; the second category is collection works of art, such as antiques, scripts and paintings, and other modern and contemporary arts and crafts with original artistic value; the third category is art extended products. Essentially, it is a combination of art and commodities derived from works of art. It has certain artistic added value, such as works signed by artists and sold in limited quantities for collection and appreciation, including stationery, household goods, clothing and clothing printed on artists' masterpieces, and other products combined with artistic elements. Internet + is the combination of Internet thinking and traditional industries, upgrading and transformation of them, so as to achieve the growth of efficiency and productivity, bringing new industrial formats to benefit more human beings.

The Internet + Art E-commerce Model

Art Channel in the Comprehensive E-commerce Platform

The comprehensive e-commerce platform is known for its large volume and variety. As a filed that has not been fully exploited and utilized, the art market has quickly entered the eyes of major comprehensive e-commerce platforms at home and abroad. They have set up special art channels to promote works of art and set up an online trading system for buyers and sellers. As early as 2013, Amazon, the global B2C giant, launched the Amazon Art platform, while Taobao, Suning Easy-to-buy and Gome in China have set up their own art trading channels. In this way, the major integrated e-commerce giants began to enter the Internet + art market by setting up the art channel mode. Relying on platform’s advantages and users’ data traffic, artworks quickly attracted a large number of consumers. However, as time goes by, this mode may appear some problems. The most important one is that the low degree of specialization. As a comprehensive business platform, it is not deep enough in understanding and researching the art industry for owning the variety of products. So it cannot provide exclusive services for each specific art, and inevitably ignore the connotation of the product itself while promoting blindly. Thus it is difficult to impress consumers to improve the conversion rate.
Art Vertical E-commerce Platform

By further subdividing the industry, the vertical e-commerce platform of artworks focuses on the operation and management of a single category of products. Typical representative is ZhaoYong Online, which was launched in 2000. Its main online auction business involves only stamps, coins and other collections. The variety of artworks is complex, thus each type of art corresponds to its own product attributes and different user groups. Vertical e-commerce focusing on a single field often win the trust of users for the advantages of specialized services. Such platforms can occupy a favorable position in the competition by grasping the core resources of a certain field and providing users with a specific kind of exclusive services. However, at present, the market-oriented degree and the application of information technology such as big data and cloud computing of some platforms are not sufficient.so they cannot achieve a healthy ecological closed-loop and provide one-stop service. There is still much room for improvement in platform services such as consultation, logistics and warehousing, information and financial services, payment methods, and data processing technologies.

Art Mobile E-commerce

In recent years, with the development of mobile Internet and the popularity of mobile devices, a new marketing model - mobile e-commerce has emerged. This model mainly uses mobile social App platform such as Wechat and Weblog to open up a new field. It can be presented in the form of micro-stores, micro-malls, WeChat Subscription, WeChat friendship circle etc. Typical examples of such models include Daka auctions, micro-auction hall, etc., which have been sought after by mobile users as soon as launched. Using this kind of platform for art mobile e-commerce auction can effectively attract new flow of mobile terminals, integrate user fragmentation time, and completely eliminate time and space barriers. Mobile e-commerce seems to be very light, low demand for technology, and easy to operate, but it can be found that the ability to play well in art mobile e-commerce often depends on strong offline resources or its own fans number. In addition, the mobile e-commerce of artworks cannot solve the problem of closed-loop services, such as artwork identification, logistics and distribution, there are still loopholes to be found.

Electronic Commerce Platform for Integrated Services of Artistic Works

The E-commerce platform of art integrated services refers to a comprehensive platform that provides a variety of art promotion, sales and services relying on the E-commerce model. This kind of platform is a force that cannot be ignored in the development of "art + internet". At present, the representative of integrated e-commerce platform for artworks are Jiade auction, Yachang Art Network, Cocoa Art, etc. On the one hand, such platforms can bring users information related to art, spread and popularize art culture; on the other hand, online trading around products can play the role of agglomeration of platform portal, expand art categories, achieve integrated management, and provide additional identification, exhibition, storage, distribution and other one-stop services for buyers and sellers. These integrated platforms often need more capital and technology investment. Once the industry foundation is settled, it is difficult to shake its market position. However, it may have less profit space, and it is difficult to integrate resources in the early stage.

The Internet + Art Business Platform Problems

The Platform Trust is Not High, And It is Easy to Form Monopoly

Because the art itself is difficult to identify and difficult to evaluate, coupled with the online payment security and the ineffective guarantee of logistics distribution, the buyers have doubts about the quality of the goods and the packaging and distribution of the sellers and the sellers are worried about the payment method of the buyers. Therefore, C2C art online trading mode has gradually developed into a C2B2C mode with intermediary guarantees, but lack of trust is still an unavoidable shortboard for platform trading. At present, there is no good trust and understanding among the artists, websites and consumers in the whole process of trading. Instead, they only
focused on “buying” and “selling”, ignoring the artist's personality traits, which is not conducive to the industry in the long-term development. The survey found that online auction is basically based on some large auction houses, which means that the online auction market will be more or less monopolistic and lack of market vitality and competitiveness.

**Website Construction and Promotion Can Not be Further Upgraded and Optimized**

Internet sales of artworks require new trading processes and rules. The traditional live auction of pricing, inquiry, placing orders, payment, distribution and other businesses can not adapt to online auction activities. So it requires the optimization of the original business process in the design of electronic trading system. As PC e-commerce gradually shifts to mobile e-commerce, Online transactions need faster, more efficient and more interactive systems. In addition, many of the current art e-commerce companies are attached to large websites and media, then the traffic determines the popularity, participation and audience level. For example, Taobao has a auction item called “One Yuan Pai”, which is well known for its auction of Picasso prints. The popularity of propaganda in the early stage comes from the abundant resources of Taobao.com. Therefore, the marketing promotion of the website also needs to keep pace with the times, such as by means of search engine optimization, mobile App advertising and other new methods to attract more traffic and attention.

**Insufficient Industry Supervision and Lack of Expert Professionals**

The current legal supervision is the Internet Transaction Law passed by the Twelfth National People's Congress in 2014 and the Auction Law of the People's Republic of China amended in 2015. The risks in the on-site auction will not disappear due to the conversion to the Internet. On the contrary, the probability of malicious collusion between bidders, bidders and auctioneers goes up, so the possibility of black-box operation raises, and uncontrollable factors also increase. To solve these problems, professionals and technical personnel is an important part of online auction. Talents play a supporting role in the whole process, but there are many deficiencies in the Internet plus art industry in the cultivation and use of talents.

**Suggestions for the Healthy Development of Art E-commerce**

**Propose User-Centered Art E-Commerce Platform**

Firstly, some network platforms with large traffic can open the door and combine online auction. At present, the three major auction platforms, Art Classic China, JiaDe Online and Zhao Yong Online, all suffer from insufficient traffic. Tencent and Taobao have tremendous traffic. If this advantage can be combined with the professionalism of traditional auction houses, the prospects for this industry will be very considerable. In addition, the enterprises should pay attention to the timely investigation and data analysis of consumer online art transaction. Art auctions are different in terms of categories and uses. The individual age, experience and purchasing goals of bidders make their concerns various, which leads to different consumer behavior. Therefore, it is necessary for auction companies to use big data to classify and judge consumers.

**Focus on Diversification of Development Model and Talent Training**

The development model of online art trade should be diversified. The focus should be shifted to the growth of artists, the popularization of art knowledge, and the cultivation of public aesthetics and appreciation, to meet people's spiritual and cultural needs, and thus promote the innovation and development of the whole industry. The cultivation and absorption of relevant technologies and professional talents should also be emphasized to improve the soft and hard strength of the art e-commerce industry. In the process of operation, talents are very important for collection, professional appraisal, online payment, customer feedback, product delivery and data statistics after the auction. In recent years, the rise of Wechat Group Platform is a unique and novel way to integrate talents with the Internet.
Strengthen Industry Supervision and Self-discipline While Advocating Innovation

Relevant Regulations for Online Auction should be promulgated to strengthen unified supervision, guidance and standardize services. Auction industry is a credit monopoly industry, the most important requirement for buyers and sellers is to have a good reputation. Good word-of-mouth is very crucial for online auction companies and individual bidders.

Conclusion

As a necessary stage of social and economic development, art e-commerce is not a icing on the art market, nor a gimmick for rich people's games, but an indispensable way for future market development. Therefore, for the e-business mode of Internet + artwork, it does not only seem to be a matter of early return on investment, but actually is the theme of future industry survival that is too late to be eliminated sooner.

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