

WECHAT BUSINESS DEVELOPMENT STATUS AND DECISIVE FACTOR EMPIRICAL ANALYSIS

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Abstract: With the rapid development of mobile Internet and mobile social platforms, the era of micro-communication has arrived. Since the beginning of 2013, the micro-business market has been growing, and the number of employees in the industry has been increasing, which has ushered in the development of "everyone sharing, all the merchant". In this paper, we study the derivative development present situation and influence factors analysis, using the data in 2012-2017, use Eviews software to build a model analysis of mobile Internet users has a significant influence on whether the derivative transaction size according to the research results and Suggestions.

Key words: *Wechat business, Wechat business transaction scale, Mobile phone users.*

1. WECHAT BUSINESS OVERVIEW

Wechat business is a new type of business based on mobile Internet space, using social software as a tool and a human-centered, social network. About micro agreed, Liu Mingwei(2016) in when people are talking about derivative, is put forward, in what they are talking about derivative is actually a personal, combining traditional way and the Internet, there is no regional restrictions, and mobility to achieve the sales channels for new breakthroughs in small individual behavior. China electronic chamber of commerce wechat business special committee secretary-general Feng Ling (2017) will agree on the micro agreement as: wechat business = consumer + disseminator + server + entrepreneur. Li Qingxia (2015) in the study of derivative development status in our country that derivative is a kind of social mobile social electricity business mode, is have the aid of micro letter, QQ, weibo and other social networking platform rapidly expand the target market, and targeted to carry out various marketing activities to achieve sales and distribution of the individual or organization.

2. WECHAT BUSINESS DEVELOPMENT STATUS

Since wechat business has the advantages of low cost, low threshold and convenient information, wechat business has become a major form of mobile e-commerce in recent years.

2.1 "Zero threshold" entrepreneurship

Wechat business startup is a series of expenses, such as face fee, water and electricity fee, staff cost and installation fee. Low cost helps to attract people to join.

2.1 "Low requirement" practice

Wechat business's employees are less demanding, and they can work without a limited time limit as long as they have a mobile phone. At present, wechat business industry's main employees are college students, full-time mothers, low-wage workers, etc.

2.3 Wechat business mode classification

The first category, agent distribution mode, Individual merchants do not belong to their own products only as agents under a certain brand, mainly to buy products and development of the main line, to train their own sales team.

The second type, the B2C model, the individual entrepreneurial situation, has its own entity shop and mainly focuses on the entity shop. It mainly USES WeChat to promote its brand to make it have a little popularity and persuade customers to visit the store.

The third category, "micro-store" mode, On the mobile App, the individual can open a store to sell goods by phone number, and make use of the platform such as wechat shop to become regular wechat business.

The fourth is the daigou model, Individual users in the circle of friends overseas act as purchasing agency, the main clients are WeChat object the relatives and friends, as a link to a trust people from overseas to buy goods for the purpose of earning act as purchasing agency fee.

2.4 The main varieties of wechat business

Wechat business's trading range includes masks, lipstick, clothing, maternal and baby products, agricultural products, shoes, electronic products and so on.

Table 1 knows the number of wechat business on the Internet

Year	Know the number of wechat business on the Internet (article)
2013	6
2014	59
2015	834
2016	818
2017	695

The data in Table 1 knows the number of wechat business on the Internet comes from the paper on wechat business in China, and the research paper on wechat business has been increasing with the continuous promotion of wechat business. From the table, it can be seen that wechat business began to sprout in 2013, and it rapidly developed and expanded in 2015.

3. WECHAT BUSINESS DEVELOPMENT FACTOR ANALYSIS

3.1 Economic development factors

The rapid development of the economy has greatly increased the disposable income of the residents, stimulating the demand of the economy and increasing the size of wechat business transactions.

3.2 The promotion of "double innovation" policy

The development of the so-called "double innovation", namely mass entrepreneurship and innovation, is a new path to explore and build an innovative country. Xiao Nan(2015) said there will be many new business models, new industries and new models, and a great expansion of the traditional service sector. wechat business, as a new mode of entrepreneurship, has achieved rapid development under the "double innovation".

3.3 Psychological factors

Behind the turnover of the huge psychological factors have played a huge role, whenever we see the derivative in the "up", "the last X", "XX time" at the end of our psychological was affected. We may start don't believe but when we opened the circle of friends every day every time I look at the promotion of the hair products, customer experience after the effect we are always attracted by holding the mentality of give it a try to buy the product.

3.4 The number of mobile Internet users has increased

As mobile technology and the rapid development of 4 g mobile technology gradually more and more people begin to use a mobile phone, the number of mobile Internet users increased dramatically, and the use of mobile phones for shopping more became our shopping normality. The increase in the number of mobile Internet users has promoted

the expansion of wechat business transaction scale

According to the accessibility of data, the total amount of wechat business transactions is studied in this paper. The indexes selected in this paper are the number of mobile Internet users.

4. THE EMPIRICAL ANALYSIS OF WECHAT BUSINESS TRANSACTION SCALE BY MOBILE INTERNET USERS

4.1 Variable selection

In order to study the wechat business deals with mobile Internet users, the relationship between the variables can be divided into explanation and be explained variables, this article will mobile Internet users (X) as the explained variable, the mobile Internet population increases year by year has a certain influence on wechat business transaction size. In this model, the scale of micro-trader Transaction (Y) as an explanatory variable can eliminate the influence of unknown factors and various kinds of errors, and mainly study the change of the number of mobile internet users.

4.2 Data selection and source

This article selects the derivative transaction size from 2012 to 2017 (Y) data from China Internet network development state statistic survey, in 2012 ~ 2017 of China's mobile Internet users (X) is derived from the Chinese commerce industry research institute, by linear regression analysis, it is concluded that the linear relationship between them, Based on the quantitative regularity between the explanatory variable and the interpreted variable, the regression model (2014) is established and the hypothesis test is carried out.

4.3 Variable description statistics

4.3.1 A scatter diagram

In order to intuitively understand the relationship between mobile phone users and the size of the transaction, the data are scattered. It can be seen from Figure 1 that the transaction scale of wechat business increases with the increase of the number of Internet users, which is linear.

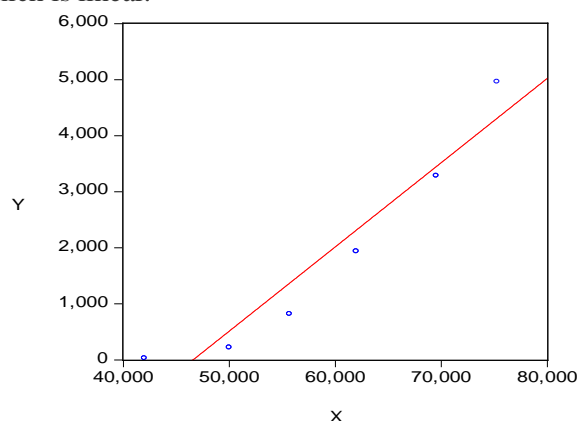


Figure 1 scatter plot of X and Y

4.3.2 Data description

Table 2 The descriptive statistics of X and Y

	X	Y
Mean	59076.33	1878.300
Median	58829.50	1380.050
Maximum	75265.00	4965.000
Minimum	41997.00	32.10000
Std. Dev.	12372.01	1938.082
Skewness	-0.041390	0.608238
Kurtosis	1.768985	1.957423

From Table 2, we can conclude that the mean value of x and Y is 59076.33, 1878.300, the minimum value is 41997.00, 32.10, and the maximum value is 75265.00, 4965.00.

4.3.3 Correlation coefficients

Table 3 correlation coefficients of X and Y

Correlation		
	X	Y
X	1	0.959305
Y	0.959305	1

From Table 3 We can see that the size of the micro-trader and the number of mobile internet users have a strong correlation, indicating that they are linear correlation.

4.4 Model setting

By mobile phone Internet users and the derivative transaction scale scatter can be concluded that derivative deals with cable between net numbers of mobile sex to further confirm, can consider to build the following linear regression model:

$$Y_t = S_1 + S_2 X_t + u_t \tag{1}$$

Y for wechat business transaction scale, X the number of mobile Internet users, among which S_1 、 S_2 is regression coefficient, other factors that affect wechat business transaction scale (Y) are included in the random error term u_t .

4.5 Estimated parameters

According to the data, the result of model estimation is written as

$$\hat{Y}_t = -6999.44 + 0.1503 X_2$$

$$(1330.2380) \quad (0.2212)$$

$$t = (-5.2618) \quad (6.7947)$$

$$R^2 = 0.9203 \quad \bar{R}^2 = 0.9003 \quad F = 46.1674 \quad n = 6$$

4.6 Model test

4.6.1 Economic significance test

The estimated parameters, which show that the number of mobile Internet users increased by one thousand people, on average, Wechat business will increase by 0.1503 billion yuan. This is consistent with theoretical analysis and empirical judgment.

4.6.2 Goodness of fit and statistical test

Goodness-of-fit measures: the regression result of determination coefficient of 0.9203, shows that the model on the whole sample data fitting, mobile Internet users most of the differences in the size of derivative transactions explains.

T test of regression coefficient: T test of regression coefficient: for $H_0: S_1 = 0$ and $H_0: S_2 = 0$, the regression results show that the standard error and t value of the estimated regression coefficient \hat{S}_1 are:

$SE(\hat{S}_1) = 1330.2380$, $t(\hat{S}_1) = -5.2618$; The standard error and t value of \hat{S}_2 are:
 $SE(\hat{S}_2) = 0.2212$, $t(\hat{S}_2) = 6.7947$. Let's take $\alpha = 0.05$, and find the critical value $t_{0.025}(4) = 2.776$ for
 $n - 2 = 6 - 2 = 4$. Because $|t(\hat{S}_1)| = 5.2618 > t_{0.025}(4) = 2.776$ is rejecting $H_0: S_1 = 0$; Because
 $t(\hat{S}_2) = 6.7947 > t_{0.025}(4) = 2.776$, I reject $H_0: S_2 = 0$. The significance test of the slope coefficient indicates that
 the number of mobile Internet users has significant influence on wechat business transaction scale.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the above, the derivative is developing so quickly is caused by many factors, economic factors, policy factors and psychological factors, now the arrival of the era of big data makes abstract things visible and clear. With the continuous development of mobile Internet technology and the increasing number of mobile Internet users, wechat business will bring more opportunities. Suggested that micro letter and other social networking platform should continue to improve and popularize continuously, should promote the micro believe that normalization of micro letter industry needs to continue to strengthen self-discipline and promote the development of legal norms of micro letter industry, increasing consumers' identification of false advertisement micro letter your circle of friends. It is believed that with the development of society, wechat business will be recognized and accepted by more people, thus creating more wechat business trading opportunities. At the same time, we hope that wechat business group will be able to actively meet the opportunities and challenges of future development and lead China's economic society to usher in a new era of commercial civilization.

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