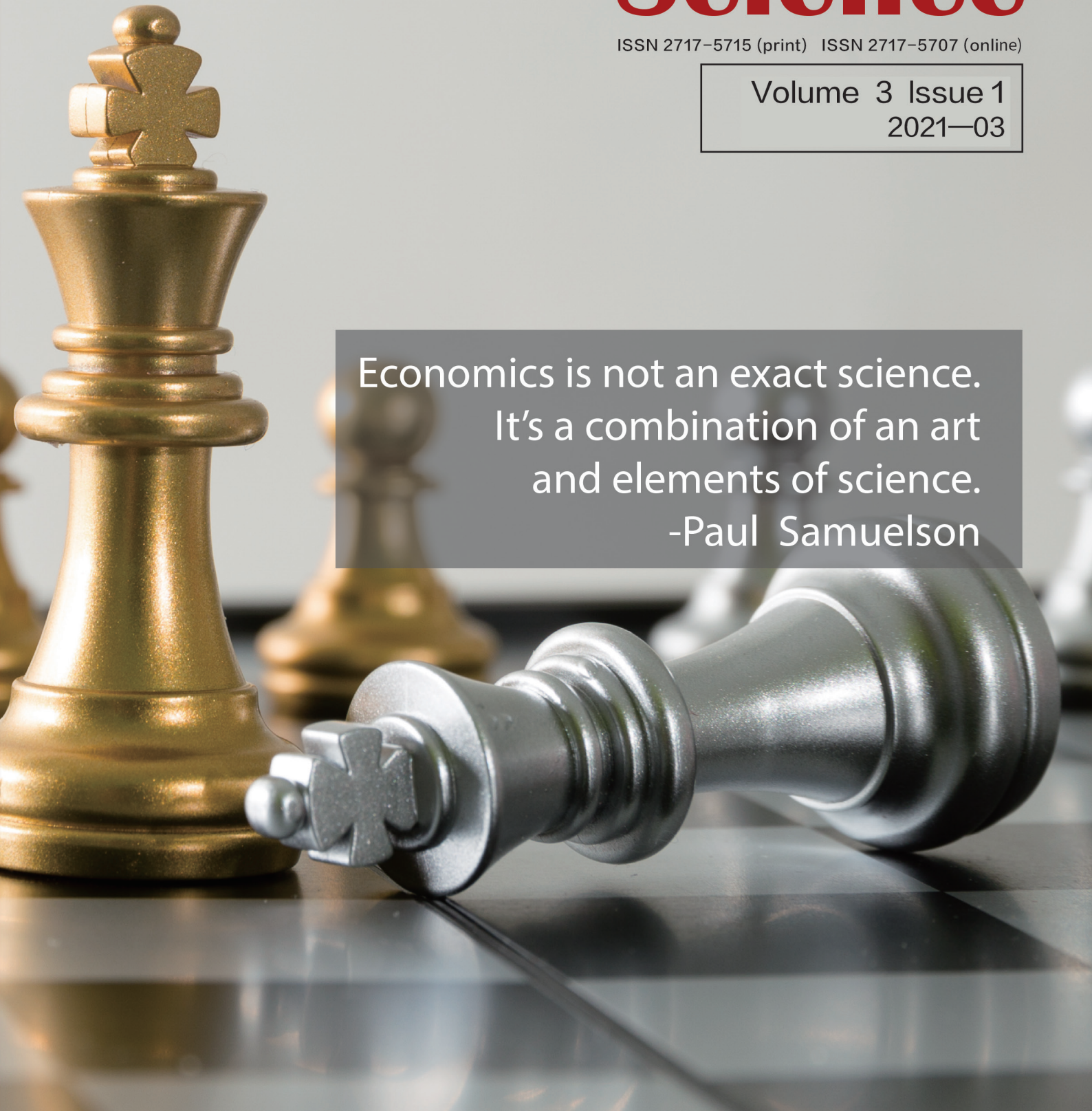


# Economics & Management Science

ISSN 2717-5715 (print) ISSN 2717-5707 (online)

Volume 3 Issue 1  
2021-03

Economics is not an exact science.  
It's a combination of an art  
and elements of science.  
-Paul Samuelson



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# Economics and Management Science

Encyclopaedic Publishing Pte. Ltd. ISSN 2717-5715 (print) ISSN 2717-5707 (online)

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# Analyze the Aquatic Product Trade Situation between Caribbean and China from the Perspective of Management System

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**Abstract:** The Caribbean region is an indispensable and important participant in the construction of the “Belt and Road”, and has increasingly close contacts with China. Its aquatic products are one of the main trade products and have huge market potential and prospects. Suriname, Guyana, and the U.S. Virgin Islands in the Caribbean have close relations with the Netherlands, the United Kingdom, and the United States respectively, and their trade policies are mostly similar to those of the former colonial countries. Studying the trade situation and management system of aquatic products in the region under the Pandemic has a guiding role for every country’s import and export enterprises.

**Keywords:** Caribbean; Aquatic products; Management system

**DOI:** 10.12346/ems.v3i1.4144

## 1. Introduction

Although it is not early for the countries of the Caribbean region and China to start the construction of the “Belt and Road”, it also has very important strategic significance. The region also has an ancient historical relationship with Chinese “Maritime Silk Road”. In recent years, China and the Caribbean have cooperated in the fields of international order, economy and trade, and finance. In 2017, the trade value between China and Latin America exceeded US\$2600 billion, a growth rate of nearly 20% <sup>[1]</sup>. The following year, the second ministerial meeting of the “China-CELAC Forum” passed the “Santiago Declaration” and “Joint Action Plan for Cooperation in Priority Fields between China and CELAC Member States (2019-2021)”, issued the “One Belt One Road” Special Statement, further optimizing and upgrading the regional bilateral trade situation.

The Caribbean countries have a unique geographical location, and the types of imported and exported agricultural products are not abundant, mainly aquatic products. According to the statistical analysis of customs, aquatic products are a must-have product for almost every country in the Caribbean to export to China, and at the same time, aquatic products also occupy an important position in the Caribbean’s imports from China. Especially Guyana, Suriname and other countries, their trade value of aquatic products even exceeds 95% of the total trade value.

Guyana was once a British colony, and the U.S. Virgin Islands is still under the jurisdiction of the United States. Suriname is the smallest country in South America and was once a Dutch colony. Although they are all very small countries in the Caribbean, their strategic importance cannot be ignored.



## 2. Trade Situation in the Past Two Years

### 2.1 Chinese Trade Situation

#### 2.1.1 Chinese Overall Trade Situation

According to customs statistics, Chinese total foreign trade in 2020 reached US\$4,646.3 billion, a year-on-year increase of 1.5%, exports were US\$2,590.7 billion, a year-on-year increase of 3.6%; imports were US\$2,055.6 billion, a year-on-year decrease of 1.1%, and the trade surplus increased by 26.9%. The United States, Japan, and South Korea are Chinese three major trading partners. The European Union and Australia are also important trading markets, while trade growth with Africa and Latin America is not obvious <sup>[2]</sup>. According to the information released by the spokesperson of the General Administration of Customs of the People's Republic of China, the total import and export volume between China and the countries along the "Belt and Road" reached RMB 9.4 trillion in 2020, a year-on-year increase of 1.0%.

#### 2.1.2 Chinese Export of Aquatic Products

According to customs statistics, in 2019, Chinese aquatic product exports totaled US\$20.7 billion, a year-on-year decrease of 8.0%. Chinese aquatic product trade surplus has dropped significantly; aquatic product exports are relatively rich, with the top 10 products accounting for 48.4% of the total; exports The market is relatively fragmented. The export value of the top five markets accounted for 53.8% of the total, and the export value has all declined in varying degrees <sup>[3]</sup>. According to customs

statistics, in 2020, Chinese total aquatic product exports were 19.04 billion U.S. dollars, a year-on-year decrease of 7.8%. Under the dual impact of pandemic and the China-US trade situation, the value of exports to various markets continued to decline. The only major markets were Thailand and Hong Kong. There was a slight rebound <sup>[4]</sup>, but the aquatic products trade surplus increased substantially.

### 2.2 Overall Trade Data in the Caribbean

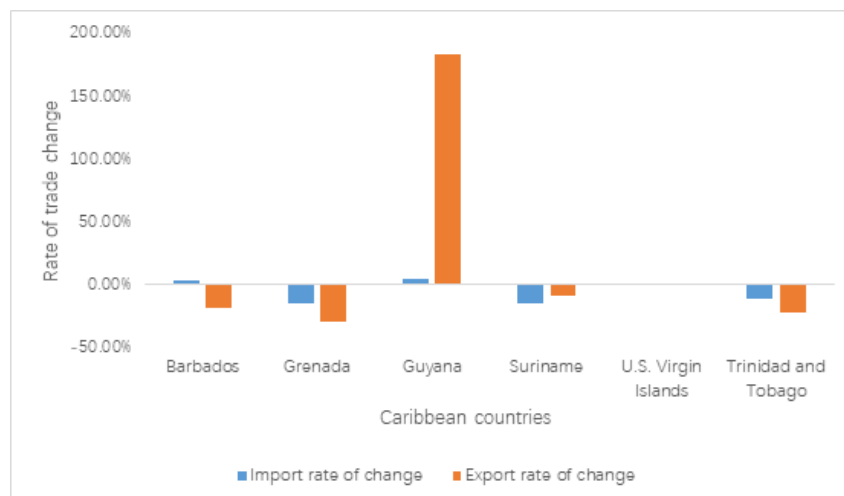
Affected by pandemic and the global trade situation, the trade imports and exports of countries in the Caribbean will see an overall decline in 2020, as shown in Figure 1.

As can be seen from the above figure, in 2020, Guyana's import and export trade situation in the Caribbean is very special <sup>[5]</sup>. According to the information of the International Monetary Fund, the growth rate of its imports of goods in the past three years are 2.0%, 7.1%, 4.5%, and the situation is stable; The growth rate of export volume jumped from 0.4% and 3.5% to 182.5%. The main export category was fossil fuels, etc. (accounting for 9.0% of total exports). According to the announcement of the General Administration of Customs, Guyana has only 11 aquatic products companies registered in China by the end of 2020, and the market potential is huge.

## 3. Aquatic Products Trade Management System

### 3.1 Suriname

Currently, in the list of "Catalogue of Aquatic Products Exported to China from Countries or Regions Quali-



**Figure 1.** The percentage increase or decrease in the trade of Caribbean countries in 2020 compared to 2019

Note: Data source International Monetary Fund website

fied for Evaluation and Examination”, China has 18 types of aquatic products allowed into Suriname, plus “wild marine aquatic products.” In 2019, the bilateral trade volume between China and Suriname was US\$290 million, a year-on-year increase of 7.5%. China ranks fourth among Suriname’s import partners. Suriname imported 240 million US dollars from China, a year-on-year increase of 9.2%; China ranked sixth among Suriname’s export partners, and Suriname exported US\$50 million to China, a year-on-year increase of 0.9%. China-Suriname trade accounts for about 6.0% of Suriname’s total import and export trade. Suriname exported fish and crustaceans and other aquatic products worth US\$40 million, accounting for 2.6% of the total trade.

The competent authority for the fisheries and aquaculture industry in Suriname is the Stichting Viskeuringsinstituut (VKI). The main regulations are detailed in Table 1.

**Table 1.** The main regulations of Suriname’s aquatic products

Name of laws and regulations	serial number	Establishing agency	Law enforcement authorities
Food law	GB 1911 No.25、 GB 1953 No.134	Ministry of Public Health	Department of Environmental Hygiene
Law of the sea	SB 1980 No.144、 SB 2001 No.120	Ministry of Agriculture, Livestock and Fisheries	Ministry of Fisheries
Fish Inspection Act	SB 2000 No.107	Ministry of Agriculture, Livestock and Fisheries	Fish Inspection Institute

Note: Data source Suriname government website

### 3.2 Guyana

Currently, in the list of “Catalogue of Aquatic Products Exported to China from Countries or Regions that Meet the Requirements for Evaluation and Examination”, China has 7 types of aquatic products that Guyana is allowed to enter. The total trade value between China and Guyana in 2019 was US\$320 million, a year-on-year increase of 20.3%. Among them, Guyana’s imports to China were US\$270 million, a year-on-year increase of 22.9%; Guyana’s exports to China were US\$50 million,

a year-on-year increase of 6.7%. In 2020, China ranked fourth among Guyana’s major trading partners. Guyana’s imports to China were US\$210 million, accounting for 8.6%; China ranked eighth among Guyana’s export destinations, and Guyana’s exports to China were US\$120 million, accounting for 4.2%. . Guyana’s export of frozen fish and other aquatic products amounted to US\$30 million, accounting for 1.0% of the total.

Guyana is in charge of aquatic products mainly by the Fisheries Department under the Ministry of Agriculture. The main regulations on aquatic products are shown in Table 2.

**Table 2.** Guyana’s main regulations on aquatic products

Name of laws and regulations	serial number	Current version	Establishing agency
Food and Drug Law	FOOD AND DRUGS ACT CHAPTER 34:03	1983 version, released in 2012	Ministry of Health
Fisheries Law	FISHERIES ACT CHAPTER 71:08	2002 version, released in 2012	Ministry of Agriculture, Livestock and Fisheries

Note: Data source Guyana government website

### 3.3 U.S. Virgin Islands

The laws and regulations of the U.S. Virgin Islands basically adopt U.S. laws. Since the United States of America revised the Organic Law of the Virgin Islands in 1954, it has tried four times to replace the Organic Law with a constitution approved by the people of the Territory, but failed. So far, the U.S. Virgin Islands’ aquatic product management regulations refer to the United States, and the management agency is also under the supervision of the United States. Although there is a Department of Agriculture and a Department of Health, it is only responsible for daily work.

## 4. Discussion

### 4.1 The Former Colonial Power Has a Profound Influence on the Legal System of Caribbean Countries

The U.S. Virgin Islands is a non-self-governing territory under the Charter of the United Nations. As an organized territory not annexed by the United States of America, it is managed by the Office of Insular Affairs of the United States Department of the Interior. According to

the Organic Law of the Virgin Islands (1936), the amendment to the Law in 1954, and subsequent amendments to the 1954 Revised Organic Law, the Territory has a legislative body. The islands have a governor, not a president. The governor has the executive power for a four-year term and can only be re-elected once. The laws and regulations basically refer to the United States. Guyana is a Commonwealth country. Its institutional settings and laws and regulations refer to the British system. It is currently one of the countries with the best economic situation in the Caribbean. According to Guyana's relevant regulations on import and export of agricultural products, the import and export of agricultural products and livestock products should be approved by Guyana's Ministry of Agriculture, and quality inspection should be submitted to Guyana's Ministry of Agriculture and related departments. Imported live animals (including pets), fresh meat, etc. should submit an import application to the relevant departments of the Ministry of Agriculture, and apply for quarantine to the relevant departments of the Guyana Ministry of Agriculture and the Ministry of Health. Suriname is once called Dutch Guiana. As a former Dutch colony, the legal system of Suriname will inevitably have the shadow of the Netherlands. These conditions have had a special impact on China's trade: when companies conduct transactions, they must not only pay attention to the laws and regulations of the corresponding country, but also pay attention to the relevant policies of their former colonial host country. Because once they encounter fuzzy areas or dispute areas, Caribbean countries will generally refer to the relevant requirements of the former colonial powers. In addition, these former colonial powers are basically members of the European Union or North America. Even if the Caribbean region refers to the current advanced international standards and regulations, it will inevitably involve the former colonial powers.

#### **4.2 The International Situation Has a Huge Impact on Aquatic Product Trade in the Caribbean**

The survival of small countries under the pandemic has a unique dilemma. Its economy is small, its trade product structure is relatively simple, and its ability to resist risks is weak. Especially in some island countries, the source of income still depends on the tourism industry that requires

the movement of people. Under the influence of the pandemic, the depression is unstoppable. Frozen products such as aquatic products have a lot of overlap with the prevention and control measures of the new coronavirus due to their special preservation and transportation. The virus can survive longer in a low temperature environment, which directly leads to the risk of carrying aquatic products transported in the cold chain, and related trade is greatly frustrated. Therefore, the trade channels opened by various policies have been severely affected. In addition, China-US trade frictions have continued, and disputes have not been significantly eased. Under the wrestling of big powers, small countries in the region will inevitably show a wavering attitude. The United States is the region's largest trading partner<sup>[6]</sup>, and even regards Latin America and the Caribbean as its own "backyard". Today, with the promotion of the "Belt and Road" and China-US trade frictions, the strategic significance of trade in the Caribbean is important. On the other hand, based on the aforementioned economic conditions, it is comprehensively judged that the economic development of the Caribbean in 2021 will still be characterized by a market downturn, weak trade, and pessimistic investment<sup>[7]</sup>, and the recovery speed may not be too fast. Therefore, this is also the ultimate goal for China to expand the market.

#### **4.3 Complementary Advantages of the Management System**

Although the economies of the Caribbean countries are relatively small, Suriname and Guyana are countries with a population of less than one million, and the U.S. Virgin Islands has a population of just over 100,000. However, their laws and regulations mostly refer to international standards and have a relatively high starting basis. They also have a test field. The significance of learning and reference in our country. China's aquatic product quality and safety regulatory agencies basically include: the Ministry of Agriculture and Rural Affairs, the National Health Commission, the National Market Supervision Administration, the General Administration of Customs, and the National Aquatic Product Standardization Technical Committee, covering various fields such as fishery, health, market circulation, import and export, etc. Each department has its own standard-setting authority (the General Administration of Customs has absorbed



the original inspection and quarantine standard-setting), its own inspection and testing institutions, and its own supervision and random inspections and supervision regulations, and their responsibilities are mostly overlapping. Optimizing the reform of inspection and testing institutions and unifying testing standards have an important guiding role in improving the standardization of Chinese aquatic products and the smoothness of conforming to international standards.

### Funding

Shantou Customs Scientific Research Project (2020STK006).

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# The Formation and Development of Street Vendor Economy in Chinese College Towns——From the Perspective of Consumers

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**Abstract:** In 2020, due to the sudden outbreak of the Corona, the global economy suffered a serious downturn, most industries were hit unprecedentedly, and the unemployment rate soared. In China, the urban stall economy, which was severely hit by the state in order to maintain the clean and tidy appearance of the city, has returned to people's vision. At the same time, recent studies have further explored the location proportion of the stall economy. The stall economy in University Town accounts for 80% of the total stall economy in China, but less attention is paid to the causes of the formation of stall economy in university town. Therefore, this paper will be based on the perspective of behavioral economics and consumer economics, through the questionnaire survey of mobile phone data, focus on the perspective of consumers, first explore the reasons for the intensive street stalls in the University City from multiple angles, then analyze the advantages of street stalls in economic development, and explore the future development of street stalls in the University City from the two aspects of government and businesses.

**Keywords:** Street vending; University town; Behavioral economics; Private domain traffic; Inclusive government policy

**DOI:** 10.12346/ems.v3i1.4145

## 1. Introduction

In the 21st century, urban informal economies have attracted the attention of economists and politicians because of the contradiction between the huge output it created and the negative effect on urban environment it brought. In addition, according to research by [3], there are almost 1.8 billion people who are engaged in different kinds of informal economic activities. Moreover, China has nearly 114 million urban informal employees. Since the covid-19 charged China's economy in 2020, China's environment published policies about encouraging people to do street vending. The news (China's premier praised the informal economy 2020) reported that Keqiang Li who is the premier of China appreciated street vending was one of the most significant source of employment which was the vitality of China of economy, like the fireworks in the world. According to research the authors collected, there are 80% of universities which have street vending activities near the schools. The research results can indicate that street vending in the university is a special and big part of informal economy.

This article focuses on discussing the reason of formation and giving suggestions about developing street vending activities in university areas from consumers' perspective. Street vending is a controversial topic which draws much attention in the academic world. It can satisfy the needs of consumers to reduce the cost of living. However, it brought negative effects on consumers, such as poor quality of products, lower food hygiene. Now the academic world is discussing future progress of informal economy. In order to further the study, the article will discuss the reason of formation first. And then it will give advice about developing street vending activities from consumers' perspective.

## 2. Formation

University Town is an area where many universities and colleges are located in. Since many colleges and universities were located in downtown areas with tight land and high prices, many schools have moved their old districts located in the city center to new ones with low prices on the outskirts of the city. Campus replacement, which can build a new school with a larger area and updated

equipment. After one school succeeded in applying this model, other schools followed suit and built new universities through this model, gradually forming a university town. Therefore, most university cities have the following characteristics: they are located in the suburbs, and law enforcement officers will inevitably be negligent; traffic is inconvenient and inconvenient to travel; most indigenous people living nearby have lower incomes. Coupled with the curfew time of Chinese universities, these reasons are very suitable for the derivation and development of the economy.

### 2.1 Location

The representative university towns in China are Guangzhou University Town, Beijing Liangxiang University Town, and Nanjing Jiangning University Town as examples. They all located on the outskirts of the city. Before the school was built, they were mainly inhabited by immigrants. Their common characteristics are low academic qualifications, no professional expertise, and most of them can only engage in low-gold and low-income jobs. After the universities relocated their campuses, they created employment opportunities. These original residents could earn money by buying and reselling items, opening food stalls, or turning the extra space at home into Internet cafes or game halls for student entertainment. This is one of the reasons for the rise of the stall economy in the university town.

### 2.2 University Students' Entrepreneurship

In the past, there was an example of selling pork at the North University of China to make a fortune. Later, the entrepreneurial project of Chinese college students-setting up a street stall became a popular choice. City stalls provide platforms and opportunities for Chinese young people to start their own businesses and accumulate social experience and business experience. From small to elementary and middle school students' charity sales activities, as well as large college students' entrepreneurial experience, stalls are low-cost, low-threshold, and low-technical. The requirements of the host are not low in all aspects. The stall owner must have enough patience and certain management ability and creativity to make the stall well. It is a low-cost trial and error experience. In addition, young people are extremely dissatisfied with China's 996 (work at 9 am, leave work at 9 pm, and get off work six days a week). They prefer the freedom of time to have time to enjoy life. The time, freedom, and freedom of place to share the economy happen to satisfy this point. And the first stop for these college students to set up a stall is usually to choose the university town where they study.

### 2.3 Consumption Preference

The second reason for the formation in university is the students' consumption preference. Lin(2015) holds a view to students' consumption that at the beginning of the 21st century, in addition to the basic consumption of life and learning, university students have other types of consumption which are gradually increasing. The consumption of contemporary college students is mainly divided into basic living consumption (clothing, food, housing and transportation) and learning consumption (tuition and books)Cost, research, computers, etc.), leisure and entertainment consumption (leisure, tourism, entertainment), interpersonal consumption (human relations, love), etc. Besides the students of university satisfy the basic life needs, here is a diversified trend in the consumption structure, which reflects that college students have the ability to go out of campus, integrate into society and desire to support the idea of high-quality material life. Because University students have diverse needs, the school canteen and store can not satisfy students' need. However most university areas are located in suburbs where there are problems of inconvenient transportation. The cost of transportation to the city center increases the burden on college students who don't have many living expenses. Consequently, street vending may become the best choice for students' consumption. Because it has advantages such as high quality and inexpensive, closing the dormitory. Buying goods from street vendors can not only solve the problem of inconvenient transportation but also save money to satisfy high quality and diverse shopping needs.

## 3. Development

### 3.1 Development Advantage

#### 3.1.1 Prices

A floor stall economy is a form of economy in which people make a profit through mobility or fixed forms of sex. In terms of price, the low-cost items sold in the ground stalls create the cheapness of the ground stalls, and it is this cheapness that stimulates the students' desire to buy. The School of Economics at Jiangxi University of Finance and Economics (2021) has used a SWOT analysis to show that, forced by the epidemic, people are very conscious of the price of goods, and this just highlights the advantages of the floor stall economy in terms of price, i.e. increasing people's participation in the floor stall economy in the form of thin margins <sup>[1]</sup>.

The very low prices also help to make the stall unique in the myriad of ways of doing business, which in turn increases the competitiveness of the street vendor economy with other sectors. It can be indirectly conclud-

ed from the SWOT that the reduction in rents and the benefit of not having to pay taxes have contributed to the cheapness of the street vendor economy. In turn, the low prices associated with cheapness are more attractive to students in a university town than a tenant's hawkler economy, and when mapped to the level of a university town market with a lot of competitive pressure, the floor stall economy stands out.

### 3.1.2 Location

The ground stalls in university towns are full of fireworks and students' lives have long been closely linked to them, and the main advantage of ground stalls being able to have these links is the location of the stalls. Shiwei Yang and Jingjing Yin (2020) have argued that the street stall economy, with its mobility in different parts of the city, has successfully and timely dovetailed with the needs of city dwellers and tourists, complementing shopping malls and outlets and helping to enhance the upgrading and vitality of the city. This "capillary" distribution of stalls has successfully spread throughout the university city, linking the street vendor economy to the students and becoming one of the dominant forms of commerce in the university city.

### 3.2 Employment

The growing employment gap has led to pseudo-urbanization and the emergence of informal employment, such as street stalls, has helped to fill this gap and promote urbanization. The ground stall economy in the university town then employs the stallholders through mobile stalls. And, through Dandan Wu's (2009) presentation, it is concluded that laid-off workers and unemployed people are very much in favor of the low-threshold, low-investment ground-stall industry during the employment downturn. Further, the analysis reveals that in this situation of employment pressure and difficulty in employment today, the simple and easy-to-earn ground stall industry is easier to carry out than other types of industries, and the ground stall economy has certain development advantages in the direction of employment as there are more students in the university town, high demand and strong consumption ability, which in turn reflects the variety of stalls.

### 3.3 Politics

From a political perspective, most of China's political systems and systems are based on the interests of the people, therefore, Yuehua Zhang (2020) elaborates that under the socialist market, the fruits of the labor of the ground stall operators should be respected and the legitimate rights and interests of the stall operators should be guaranteed. Further mapping to the ground stall economy

in the university city market, the existence of ground stalls gradually meets the daily needs of students and promotes the economic development around the university city, so in a premise with the recognition of students and a good political pattern, the ground stall economy in the university city is better able to function in the market. In addition, most of the workers who carry out the floor stall economy are poor people or career workers who are in deep trouble. In terms of the national policy on poverty alleviation, the thin profitability of the floor stall economy can help the poor people and assist them to get out of their difficulties. Yuehua Zhang (2020) then said that the current government has started to bring the ground stall economy under management, liberalize it, monitor it through the internet, help transform the business forms, improve the quality of goods, and pull the economy to recover. Politically, the government is gradually liberalizing its jurisdiction over the ground stall economy in the university town, which gives the ground stall economy much more room to grow than other industries, and this open politics not only satisfy the will of the people but also helps the country's poor.

### 3.4 Development Suggestions

#### 3.4.1 Create Private Domain Traffic

In a market environment, enterprises will create consumer loyalty in order to maximize their own interests. This is based on the diversified relationship between enterprises and consumers. The two are both a buying and selling consumer relationship and a win-win partnership. Similarly, the vendor is the positioning of the enterprise, and the student is the consumer. The vendor can earn value by selling goods and services, while the student can get good food and use less money to obtain cost-effective products. In order to better sell their products and maintain a long-term and stable relationship with a group of regular student customers, vendors must explore the needs and potential needs of their student customers and the trend of changes in their needs and potential needs.

Satisfaction, once to reduce the loss of student customers and create their consumer loyalty. At the same time, the concept of emotional accounts makes interdependent behaviors effective. Behavioral economics believes that consumers' decision-making is boundedly rational, which is manifested as relying on mental accounts. Consumers' purchasing decision-making to the completion of the purchasing behavior process are consumer psychology. Concentrated reflection on the activity. This is also more emphasis on starting with consumers and grasping consumer psychology, in order to enable the

university town's stall economy to achieve longer-term development.

In the more than 408 questionnaires we collected, only 243 people filled out that the vendors in their university town are creating private domain traffic through small programs or WeChat groups, and the rest of the vendors are still in the most primitive way—waiting for students on the side of the road for consumption. The way. In fact, for creating consumer loyalty, creating your own private domain traffic through WeChat and Moments is a low-cost operation, low-efficiency and high-efficiency way. Private domain traffic is a single one that can be reused and can directly contact customers. Private domain traffic is centered on users, and depends on the radiant influence of relationships, presenting the characteristics of strong relationships, high viscosity, easy migration, circle-layered, and long-tailed propagation. (Analysis on the construction and operation of private domain traffic—Feng Meilian) After the students have finished spending, vendors can attract students to scan the code by giving red envelopes or small gifts to join the group, so as to create private domain traffic for themselves, maintain customer loyalty, and achieve the result of profit maximization.

#### 3.4.2 Inclusive Government Policy

The second possible way to develop street vending is establishing a unified management organization to make sure street vending well organized. Governing street vending in China can learn from governance in Japan. Lv (2020) pointed out that it has made clear regulations on the development of street vending in Japan's road traffic law.

It is forbidden to stack articles on the road to avoid influencing traffic. China's policy is that law enforcement agencies strike informal economic activities. This kind of policy is hard to help informal vendors and easily stimulating violence which is not conducive to the goal of social harmony and stability. In addition, Zhao (2020) thought the existence of street vending conforms to Nash equilibrium. Because attacking street vending activities requires a large number of law enforcement officers and cost a lot of money, the government seldom does the attacking activities. This policy can not solve the problems of street vending. In addition, tough policy breaks informal economy original advantages such as mobility and flexibility. Government can add the policy of managing street vending into law in order to raise the vendors' legal awareness, so then they can standardize their own business behavior. The government can establish a national vending market and set up stall management institutions

all over the country to ensure the stable operation of informal economy. Setting up management institutions can limit vendors' business behavior and avoid it influencing public traffic, but can not limit the mobility and flexibility. In the process of promoting the development of informal economy, government should pay attention to taking the law as the guarantee and the management organization to ensure the effective development of informal economy, so as to give full play to the function and role of informal economy and make the informal economy more coordinated with urban development.

#### 4. Conclusions

In a summary, the article discusses the reasons of formation which are mainly about location, the University students' entrepreneurship and consumer preference at first.

Then, it points out the development advantages of street vending, such as cheap price and location. At last, the article gives suggestions about how to develop street vending economics from consumers' perspective which are based on development advantages and questionnaires, such as creating private domain traffic and inclusive government policy.

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# Analysis of Problems and Countermeasures in Financial Risk Management of Administrative Institutions

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**Abstract:** This article mainly starts from the connotation of administrative institutions and the importance of avoiding financial risks, analyzes the causes of financial risks, and analyzes the problems in the process of avoiding financial risks based on this, and gives countermeasures to solve the problems. Its purpose is to make the income of administrative institutions more reasonable, so that the prevention and management of financial risks can be more effectively enhanced, thereby promoting the more sustainable and stable development of administrative institutions.

**Keywords:** Administrative institutions; Financial risks; Problems; Countermeasures

**DOI:** 10.12346/ems.v3i1.4146

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## 1. Introduction

Administrative institutions are a platform for the Chinese government to exercise public power while being able to implement macro-control. They have played an important role in the process of my country's economic development and transformation, and have shown their important value. At the same time, with the development and transformation of the economy under the new situation, the financial risk management of administrative institutions has become more and more complex. Accordingly, the management tasks have become more and more arduous. The needs of financial personnel also need a complete and systematic system to restrain and establish a corresponding system. In summary, administrative institutions should start from their actual financial management situation and possible risks, build a comprehensive and systematic financial risk management mechanism for administrative institutions, and ensure the stable and smooth development of financial management within the institution. Make a beneficial contribution to the society and the people.

## 2. The Connotation of Financial Risks in Administrative Institutions and the Importance of Avoiding Financial Risks

From the perspective of economic development, with my country's booming market economy and im-

provement, the traditional economic system has been unable to meet the development needs of today's society. Therefore, this greatly increases the probability of financial risks in administrative institutions, and even more brings huge unnecessary losses to administrative institutions<sup>[1]</sup>.

In addition, due to the significant differences between administrative institutions and enterprises, from this perspective, the financial risks faced by administrative institutions must also have a certain degree of particularity and heterogeneity. On the whole, including facing a series of the legal aspects, decision-making aspects, integrity aspects and operational aspects of risks are the most prominent and existing financial risks faced by administrative institutions. Therefore, more effective measures must be adopted to avoid the financial risks of the entity in order to promote the administration. The long-term and healthy development of public institutions. Preventing financial risks through effective countermeasures can improve the management level of the entire administrative institution. At the same time, financial management is a very important part of the management of administrative institutions. Therefore, strengthening the management of financial risks is more accessible and basic sex work.

## 3. Analysis of the Causes of Financial Risks of Administrative Institutions

Analyzing the reasons for the formation of financial

risks can be analyzed from two perspectives, namely, internal and external reasons.

Starting from internal factors, an enterprise's financial system, financial subject, and financial process are the most direct factors that can cause corporate financial risks. The formulation of the financial system is to enable enterprises to better carry out financial forecasting and management procedures, regulations and methods. If the production of the financial system cannot provide the correct direction for the effective adjustment of the financial operation of the enterprise, it will cause the financial staff to make the wrong relevant financial plan, which will eventually lead to the occurrence of financial risks; the financial process is It can fully reflect the efficiency and collaboration of the financial execution process, and the financial risks such as losses in the financial process, internal profit disputes and the resulting profit margins have attracted more and more attention <sup>[2]</sup>.

Starting from external factors, it can be divided into the following three parts: natural, economic and political environment. The characteristics of the influence of the external environment are mainly reflected in the complex combination of multiple factors and its uncertainty <sup>[3]</sup>. Changes in the economic environment are the main reason that affects corporate financial risks. On the one hand, changes in national policies and changes in economic development during special periods will cause drastic fluctuations in the economic market. On the other hand, changes in business models, technological innovations and the entry of external competitors may cause financial risks generated by the company itself. In terms of political environment, the conditions for economic, cultural and social development of a region depend on the robustness of a country's political environment. Having a stable political environment can enable the long-term, stable and sustainable development of the regional economy <sup>[4]</sup>.

#### **4. Problems in the Process of Avoiding Financial Risks in My Country's Administrative Institutions**

(1) The risk management and control system is not sound

In the process of financial management, administrative institutions are simultaneously affected by the two economic management systems of planned economy and market economy. In this case, on the one hand, administrative institutions will not respond to the signals released by the market as sensitively as enterprises. As a result of information asymmetry, it often leads to higher risks. At the same time, from the government level, due to the

policy orientation, it is easy to be directly affected by government policies and lead to risks in its financial decision-making.

At the same time, due to the wider scope of internal financial management of administrative institutions, it also involves the financial planning and use of funds by various departments. It can be seen that financial risk control is not only the job responsibility of the financial department, but also requires the coordination and active cooperation of various departments. However, in the actual work process, most administrative institutions have not paid enough attention to the management and control of internal financial risks. Even the awareness of risk management and control is relatively weak. Leaders and management pay less attention to risk and their awareness is also relatively low. This has also triggered a weak awareness of risk control among members of various departments and lack of systematic awareness of risk management. Ignoring financial risk management and control, the relevant financial department cannot normally carry out and implement the management and control work.

(2) The internal management of the enterprise is not strong

The administrative structure of the administrative institution itself is lagging, which restricts the development of the unit. The internal management system of administrative undertakings is imperfect, lack of evaluation mechanism, and cost management objectives are not clear. Then asset management in the planned economy period often affects the scientific nature of the cost accounting system. Value management often emphasizes the use of assets while ignoring the value of assets. Management, not to pay attention to the liquidity management of assets, reduces the current assets. Once the unit has a debt crisis, it will inevitably increase the probability of triggering financial risks. If the unit management system has insufficient operating and management experience, it will cause inventory backlog and bad debts in accounts receivable, which will lead to financial crisis.

Through the analysis of internal management, it is found that the internal accounting control and supervision work of most units has formalism, and its due role cannot be brought into play. What's more, there is no internal control system established at all, which is extremely lacking in substance and binding force. In addition, in the management work carried out by many units, the supervision and law enforcement functions of the external supervision and management system have not been truly brought into play, and the rectification efforts have been

insufficient. In addition, in the actual supervision and inspection process, few units were punished and managed in accordance with the law. At the same time, it was also discovered that the functions of the various agencies were scattered and overlapped, which resulted in the unit's imperfect internal management and greater financial risks.

### (3) Inadequate external supervision

The financial department and audit department, as the supervisory unit of the financial management of administrative institutions, are limited by manpower and time, and their lack has caused many operating organizations to spend a lot of money to solve the economic crisis under the condition of poor management. Because there is no special supervision department in the unit, and the supervision of the financial department is weak, the manager becomes the sole decision maker of important management matters of the unit, which leads to the continuous emergence of corruption in business institutions.

In addition, in the case of the intervention of the administrative supervision department, when the administrative and public institutions are carrying out a series of financial risk prevention and management work, in this process, the relevant supervision and management department is very likely to be involved in this process. It is profitable to obtain gray income, which may lead to the slack prevention of financial risks and the lack of rigorous management system in the implementation process, which has a negative impact on the development of administrative institutions.

## **5. Countermeasures for Optimizing the Financial Risk Management and Control of My Country's Administrative Institutions**

(1) Improve the awareness of risk management and control, establish and improve the financial management system

The lack of performance of internal management incentive effects is largely due to the lack of awareness of the theoretical system of control frameworks within administrative institutions and weak awareness of financial risk management and control. The individual's positive behavior depends on the person's thoughts, values, as well as the breadth of knowledge structure and the depth of knowledge application. The emergence of various problems in the process of internal control construction should not only be based on the objective factors in the organization to seek reasons, but also reflect on the existence of "human" factors in the implementation of policies. To solve the problem of low acceptance of internal control

construction in administrative institutions, we should first improve the internal control awareness and financial risk awareness of relevant financial management leaders and relevant financial professionals in departments such as the financial department and human resource management. Attention should be paid to strengthening the learning of internal control theory and the implementation of related training. The specific form can be aware of the regular organization of internal personnel of the unit to participate in corresponding management seminars, exchange management opinions and actively communicate with employees to understand the internal of the unit in a timely manner. The basic management situation and related personnel dynamics, financial risk management and internal control development can be transformed from passive implementation of internal control to active improvement of internal control. Only when the ideology of the personnel of this unit is united, the internal control construction is widely recognized in all departments, and united, can the financial risk management work of the internal control framework be truly implemented.

(2) Improve the risk control ability of financial personnel and improve the internal management mode of public institutions

Improve the financial staff's ability to recognize the importance of financial risks, through various financial risks and different forms of financial risks, familiarize themselves with the work and establish the concept of risk. While strengthening risk awareness, we must also improve its risk control capabilities. At the same time, more attention should be paid to the reform of the internal management model of public institutions, to prevent relevant supervisory agencies from profiting from it, and to form a clean and efficient management and supervision atmosphere. We can learn from foreign experience and combine our country to establish a set of management models to adapt to the internal control construction of public institutions in our country, support the introduction of corresponding auxiliary systems, establish reasonable management positions, provide project decision-making procedures, and standardize various management business processes. Regarding the internal management model, special attention should be paid to the setting of core performance positions, such as fund management, procurement management, bill management, internal audit, engineering management and other positions. It is also necessary to clarify the responsibilities of employees in each position and clarify what they have rights and obligations. At the same time, in the process of restructuring

the internal management model, the need for internal control framework theory is indispensable, mainly including the checks and balances of rights, visibility of responsibilities, and behavioral incentives, and knife decisions should be made in the actual implementation of economic management activities. Implementation and supervision should be independent of each other and each performs its own duties. Through a comprehensive and subversive systemic reform of the internal management model, the risk of loss of important assets in the daily financial activities of administrative institutions can be avoided to a large extent, and the facts and implementation of the internal control theory can be further promoted.

(3) Strengthen the prevention of financial risks from the perspective of improving supervision

The core of strengthening supervision lies in the establishment and improvement of relevant supervision mechanisms. Through the establishment of accounting supervision and inspection implementation departments, the implementation of the accounting system will be more effectively implemented in actual work. In order to strengthen the implementation of the internal control and supervision of the members of the financial department of each unit, strengthen the supervision and inspection of the financial work, and control the emergence of financial risks, the relevant departments of the unit must not only

pay attention to the improvement of their own quality, but also strengthen the coordination and cooperation between departments. Only in this way can the establishment and implementation of accounting control systems carried out by various units be more effective. At the same time, we must not ignore the organic combination of the government, society, and the unit's three supervision bodies, strengthen the construction and implementation of the financial risk control mechanism, and make the external supervision and internal supervision more unified and coordinated on the basis of a sound accounting supervision mechanism. It can enable the unit to create a good atmosphere and enable each department to establish and carry out effective accounting control work.

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# Discussion on the Construction of Ecological Civilization and Sustainable Development of Regional Economies

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**Abstract:** The construction of ecological civilization has a complementary relationship with the sustainable development of economies. With a view to achieve better coordination and promotion, and fully demonstrate the role of the construction of ecological civilization in sustainable development of economies within the range of regions, the relationship between them shall be exactly analyzed, and the measures of the construction of ecological civilization shall be well explored in accordance with the requirements of economic development. To this end, this paper researches the relationship between the construction of ecological civilization and the sustainable development of regional economies and puts forward several suggestions and measures so as to provide assistance for playing the role of the construction of ecological civilization and pushing forward the sustainable progress of regional economies.

**Keywords:** Construction of ecological civilization; Regional economies; Sustainable development

**DOI:** 10.12346/ems.v3i1.4147

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## 1. Introduction

In the environment of the new era, we shall focus on pushing forward sustainable development of regional economies based on the construction of ecological civilization, establish a sound ecological and environmental compensation system, enhance the ecological and environmental protection within the range of regions, form correct senses and complete all-round prevention & control during the construction of regional economies, improve utilization efficiency of resources and energy, promote sustainable development of environment using ecological protection methods and maintenance methods, and play a role of pushing forward regional economic progress.

## 2. Analysis on the Relationship between the Construction of Ecological Civilization and the Sustainable Development of Regional Economies

The ecological and environmental problem has been an important issue for sustainable progress of economies during economic development in all regions in China. The environmental pollution will impose a certain threat on sustainable development of regional economies. If the protection of ecology and environment fails to be assured within the range of regions, severe pollutions and damag-

es will occur, which will damage the development carriers of regional economies and fail to satisfy the sustainable requirements of economic progress. By enhancing the construction of ecological civilization in regions, we can improve the utilization efficiency of land resources, water resources and other resources using system modes and management measures, effectively protect the local ecology and environment, improve the current situation and development status of ecology, provide good environment and carriers for economic development, prevent the constraints of industry and enterprise development resulted from environment damages through environmental protection and maintenance, and enable the sustainable progress of economies within the range of regions. Therefore, the construction of ecological civilization has a direct relationship with sustainable development of economies, which shall draw an attention<sup>[1]</sup>.

## 3. Measures to Promote Sustainable Development of Regional Economies by the Construction of Ecological Civilization

### 3.1 Improvement of Regional Ecological Compensation Mode

At present, constrained by the economic system, the western developed countries take market-oriented modes

for ecological compensation while the developing countries usually use government-core measures for ecological compensation; in particular, the practices and measures for ecological & environmental compensation is single in China and most of the work are implemented by governments. For example, governments have organized shelter forest construction, returned the grain plots to forestry and returned the cultivated land to pastures. Though good performance has been achieved, due to large national territory, complex ecological & environmental conditions in all regions, a large number of ecological & environmental gaps to be compensated and single financing mode, the conflicts in compensation is rather obvious. Therefore, China shall actively learn from the success experience of other countries during ecological & environmental compensation, introduce market mechanism, and establish government-led and market-assisted ecological compensation mode.

1) The government-led ecological compensation measures mainly including longitudinal financial transfer payment and transverse financial transfer payment are taken to complete the compensation projects. Wherein, the longitudinal compensation measures are to provide sufficient funds sourcing finance, tax and collection and with the role to assure the sufficiency of ecological compensation funds from senior departments to junior departments; in addition, policies are utilized to provide corresponding guidance for economic development in each region, constant ecological & environmental restoration and protection are constantly conducted under the role of governments, and even ecological & environmental protection is provided to local masses so that the local masses can form correct senses in environmental protection. However, such a compensation mode has certain defects during application and cannot form a direct environmental relation with regions, making it difficult for governments to form an accurate understanding on concrete status of all regions and improve the ecological compensation effect. The transverse compensation measures are to provide fund support from local governments within a range of regions using transfer payment; such measures impose a certain dependence on the work of local governments and enable to assure a direct relationship between the construction of regional ecological civilization and the local governments and certain ecological compensation role under direct guidance of local governments<sup>[2]</sup>.

2) The ecological compensation work assisted by market mechanism highlights the leading role of the market so that the compensation subjects can develop

toward diversification, make up for the deficiencies of the government-led work and broaden the source channels as well as space of funds. During actual operation, it is necessary to establish the compensation mechanism of supply and demand in combination with the supply-demand relationship change within the range of market, interconnect the compensated subjects and the compensation subjects and formulate sound work systems & contents. During the construction of ecological civilization and the compensation of ecology ^ environment within a region, the participation of market enables people to directly learn about the value of resources within resource utilization period, fully understand the significance of environmental protection and form an accurate concept.

It can be seen that the traditional single ecological compensation mode of governments cannot meet the requirements of current era development. We shall take the compensation by governments as the main part and the compensation by markets as the auxiliary part in combination with the characteristics of sustainable development of regional economies and the features of the construction of ecological civilization, jointly establish a sound ecological compensation system, improve the environmental protection efficiency, fully implement the construction of ecological civilization in the regions, and elaborate the role and value in promoting sustainable development and progress of regional economies<sup>[3]</sup>.

### **3.2 Integration of Environmental Protection Concept and Economic Construction**

In the construction of ecological civilization of China, we have begun to focus on and divide the regions of China, formed prior development regions, key development regions, restricted development regions and prohibited development regions, and put forward the positions as well as standards within all regions. Thereof, the prior development regions and key development regions are certainly advantageous in science and technology; in such regions, we shall attach importance to the manufacturing of materials and products during regional economic development, invest sufficient S&T power, and improve the level of regional economies under the action of modern science and technology. The restricted development regions and the prohibited development regions have rich ecological and environmental resources; during regional economy progress, we shall strengthen the development of ecological products, focus on the protection and governance of natural environment, and enhance the ecological and environmental restoration effect after resource utilization. From the perspective of sustainable progress

of regional economies and the industrial development of ecology & environment, a country shall bear the duties of environmental protection, clarify and analyze the relationship between environmental protection and economic development, establish a sound environmental protection mechanism in prior development regions and key development regions, fully implement the polluters' governance responsibilities and payment concepts in the whole process of economic construction, assure the implementation of the environmental protection concept in each link, enable the subjects of regional economy construction to form a correct concept in ecological & environmental protection and restoration, make contributions to ecological and environmental protection during production, prevent resource waste as well as environmental pollution, and push forward sustainable development of economies<sup>[4]</sup>.

### 3.3 Improvement of Pollution Prevention and Control Mode

With a view to promote sustainable development of regional economies, we shall strengthen the pollution prevention and control, and take the prevention as the main part and the control as the auxiliary part. Firstly, we shall greatly implement pollutant emission reduction system within the regions, accurately evaluate the impact on ecology and environment before the construction of a new project, urge the transformation and treatment of non-conforming pollutants and allow the construction of a new project only after compliance with standards. In addition, we shall focus on the chemical production enterprises and steel production enterprises with high energy consumption and severe pollution, urge the introduction of modern pollution prevention & control techniques and mechanical devices, minimize the quantities of emitted pollutants, and prevent the damages of production work on environment. The subjects with severe pollution such as chemical enterprises and steel enterprises shall take modern air pollution prevention and control techniques, water pollution prevention and control techniques and soil pollution prevention and control techniques, prevent adjacent water and environment from pollution, and assure compliance of water of rivers and lakes with standards in case of damage to life quality as well as health of adjacent residents. Secondly, we shall focus on monitoring regional air pollution during pollution prevention and control, use modern desulfurization and denitrification techniques during production by local enterprises, and only emit the conforming gas to the atmospheric environment. During this period, we shall focus on soil pollution prevention and control of cultivated land, immediately control the

heavy metal pollution or other pollution issues, restore soil quality and remove the threat to quality and safety of agricultural products. Finally, we shall focus on environmental protection within regions, constantly improve the ecological and environmental quality, greatly protect local wetland, cultivated land and other ecological resources, enhance the self-restoration performance of ecology, actively learn from advanced afforestation and lake-making experience, and maintain the diversity of local biological species. If any endangered wild animal exists, a sound protection scheme shall be formulated to enable animals to reproduce stably<sup>[5]</sup>.

### 3.4 Establishment of Green Economic Development Mode

In the construction of regional ecological civilization, we shall focus on establishing green economy development mode, greatly advocate energy-saving and emission-reduction, improve the development effect and utilization level of various resources, and prevent environmental pollution or energy waste. Firstly, we shall enhance the utilization of various resources and energy, take modern energy-saving techniques for the enterprises with high energy consumption, minimize the energy consumption from production, suggest governments to make tax-preference policies and financial support policies for the enterprises eliminating backward production equipment & techniques and introducing modern energy-saving and emission-reduction techniques, and improve the enthusiasm of energy transformation of enterprises. Secondly, we shall optimize and improve the energy structure layout within the regions, actively build wind power generation system, solar power generation system and nuclear power development infrastructure, improve local energy structure, replace traditional non-renewable energy with new energy, and achieve the purpose of environmental protection. Finally, we shall formulate a sound plan for the development and utilization of natural resources, implement the management system in water resources and land resources within regions, strictly control the consumption of water, improve the utilization efficiency of water resources by water circulation systems as well as techniques, and optimize the allocation of water resources within regions; in addition, we shall strengthen development monitor in accordance with characteristics and conditions of local land resources, complete S&T innovation, and assure sustainable development of economy and environment by improving the utilization efficiency of resources<sup>[6]</sup>.

## 4. Conclusions

To be concluded, a certain correlation exists be-

tween the construction of ecological civilization and the sustainable development of regional economies. Any severe ecological pollution or environmental damage will severely restrain the local indirect progress. Therefore, in the new era, we shall establish green economy development model with “promoting sustainable development of regional economies” as the goal, consummate environmental pollution control mechanism, integrate environmental protection concept and regional economy construction, improve ecological compensation system, and promote sustainable progress of regional economies using the construction of ecological civilization.

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# Scene Marketing in Digital Era

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**Abstract:** This paper describes the trend of marketing reform under the scene marketing mode from three aspects of publicity, interaction and experience. Through the analysis of the technical means adopted in the case and the problems still existing in the scene marketing, some solutions are put forward. At the end of the paper, the conclusion is drawn that the new model of scene marketing plays an important role in broadening marketing ideas and marketing methods.

**Keywords:** Scene marketing; Innovation; Experience

**DOI:** 10.12346/ems.v3i1.4148

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## 1. Scene Marketing

### (1) The meaning of scene marketing

Scene marketing originated from the word “Scene” of film and television works. It refers to the scene in a drama or movie. It is a specific picture of life that takes place in a specific time and space (mainly space) with certain tasks or actions or because of the relationship between characters. Relatively speaking, it is a stage horizontal display of the characters’ actions and life events in the specific development process<sup>[1]</sup>. There are both “field” and “Scene” in actual marketing, and then the “Scene” theory is extended to marketing to form the most important part of service experience marketing. “Field” is the shaping of a certain space, while “landscape” is the embodiment of feelings in the scene. Through the personal experience of various senses, we can achieve a kind of cognition of “field” and achieve the identification of “Scene”. We can simply understand that marketing with scenes is scene marketing. Scene marketing refers to scenario analysis and information communication based on the place, time and situation of consumers in the mobile Internet environment, connecting online and offline, accurately identifying scenario demand and triggering consumption behavior with scenarios, so as to provide support for enterprises to acquire users, establish scene cognition and usage habits<sup>[2]</sup>.

Robert scober and Shel Israel believe that the advent of the scene era depends on the five technical forces of “big data, mobile devices, social media, sensors and positioning systems”. They believe that it is these five technological forces that are changing the experience of consumers and also bringing about an extraordinary scene era. Scenario marketing can provide a new idea and method for Internet marketing. This marketing method based on big data analysis and with ultra-high immediacy is changing the current marketing idea.

Scene marketing is an effective strategy to deal with environmental changes. Defining products and services through scenarios can timely respond to changes in consumer market demand<sup>[3]</sup>. The profound change of scene marketing lies not only in the shaping of physical scenes, but also in the shaping of virtual scenes. In the era of Internet, the scene mode has a new change - pay more attention to consumer experience. Only by constructing from multiple angles, deeply interacting and increasing scene experience can we effectively achieve the expected goal of marketing.

### (2) The characteristics of scene marketing

#### (i) Deep experience

The deep experience is to let consumers experience the scene and feel their feelings. The purpose of deep experience is to let consumers infiltrate into the scene, to



give the most profound sensory contact, so as to produce psychological touch, emotional resonance and role introduction. The current marketing trend is not single enterprise marketing, but an interaction between enterprises and consumers. Consumers can have a specific impression on specific products only after they have experienced it and tried it, which will have a final impact on consumption.

The essence of scene marketing is to establish the connection between life and emotion through user experience, generate experience, integrate emotion, and make consumers get real experience and personalized experience through deep experience. Some scholars have found that situational information is helpful to consumers' positive perception of product image<sup>[4]</sup>.

#### (ii) Precision marketing

In today's era of Internet big data, the rapid increase of data and traffic has become an inevitable trend. How to find the most needed one among the trillions of data groups is the first problem that enterprises should solve if they want to achieve the purpose of marketing. Different consumers enter different fields through different entrances, whether it is physical or virtual, the construction of the scene is conducive to the identification of the entrance. For example, the main color of black and white design in Apple mobile phone experience store makes consumers full of science and technology fashion atmosphere as soon as they enter; for example, after baidu searches a topic, it will leave many traces on the local browsing page. When users are more interested in this topic and conduct multiple searches, many web pages or software will recommend such topics to users and put them in the main eye-catching position, and even build a topic scene with differentiation.

In addition, with the help of GPS and China's Beidou navigation and positioning technology, consumers can be tracked geographically to provide different brand information to consumers with different needs. For example, QQ sports have the function of automatically recording daily steps. When users are concerned about the official account of QQ movement, they can also see the number of friends, and can do PK, create a healthy competition scene, including some activities such as sports red envelopes and so on. QQ sports also tied up some advertisements and sponsorships, and when users receive red packets, they will see similar advertisements.

#### (iii) Personalized communication

One of the main characteristics of scenario marketing is user demand. In order to meet the different needs of different customers, enterprises need different records. When enterprises consider what consumers think, consumers also express their demands. This process creates an opportunity for communication between enterprises and consumers. It is the construction of a scene that makes the one-to-one precise personalized marketing possible, which is more effective and direct than the traditional communication methods.

With the emergence of marketing ideas based on consumer experience demand, higher requirements are put forward for scene design. Some enterprises simulate various personalized needs of consumers, conduct purposeful and targeted analysis of the scene, pay attention to humanistic care and respect personalized experience. Coca Cola once launched a "nickname bottle" activity. The wrapping paper on the bottle was no longer like the popular beverage, but replaced with some hot words at that time, such as "literary youth" and "meow star man". Through the striking white characters on the red background, it mobilized the existence and identity of every consumer, and then aroused consumers' awareness of products with the same values the degree of purchase.

#### (3) Types and methods of scene marketing

##### (i) Traditional type scene

Traditional scene marketing is a kind of scene based on traditional marketing, which mainly depends on the space background and other discrete material. It contains certain environment, real-time state and social atmosphere. Then it stimulates the consumer's emotion with the harmonious unity of various elements, so as to capture their mind and achieve the marketing purpose. In IKEA shopping mall, the seller will arrange the furniture they sell according to the family environment, so that consumers can feel a warm atmosphere, instead of the supermarket selling furniture only.

The traditional type of scene mainly refers to the construction of objective scene. In addition to the traditional environment, it also includes information carriers such as text, pictures, video, broadcast, etc. all kinds of advertisements and propaganda rely on this traditional type of scene. Through the shaping of the scene, consumers' imagination and association can be aroused, and the motivation of appropriate scene layout can be found out,

which can better stimulate the needs of consumers. All kinds of real estate advertisements and luxury goods advertisements create a high-end atmosphere image or build a good life state experience through video and text, which can lead consumers to associate with similar scenes. Through these constructed scenes, various psychological hints are given to the enterprise propaganda concept or potential demand of consumers.

(ii) Virtual scene of Internet state

According to the 43rd statistical report on China's Internet development by CNNIC, as of December 2018, the number of Internet users in China had reached 829 million, with 56.53 million new Internet users in the whole year, and the Internet penetration rate was 59.6%, which is 3.8 percentage points higher than that at the end of 2017. The scale of mobile Internet users in China has reached 817 million, and the proportion of Internet users accessing the Internet through mobile phones is as high as 98.6%, and 64.33 million new mobile Internet users were added in the whole year<sup>[5]</sup>.

Equipment intelligence and resource sharing lead scene marketing to enter the Internet area gradually. "Scenario" contains all information related to user tasks in different scenarios. Scenario is a way of organizing and presenting information, covering all information related to or affecting users' activities and tasks, including time, location, weather, sensor information and all information submitted or input by users<sup>[6]</sup>.

The essence of scene construction in the Internet mode is the same as that in the traditional mode. It is a process that needs to establish the specific experience of consumers and enterprises' products. This process not only covers the field of technology and space, but also adds the unique explosive information dissemination effect of the Internet. In the past, traditional marketing was unilateral marketing by enterprises, which only focused on their own products and lacked effective technology to collect consumer data. However, the popularization of big data concept and the maturity of data analysis process are enough to add another force to the marketing efficiency of enterprises. Through its unique geographic information technology, Gaode map can obtain accurate travel routes for us to facilitate our travel. In the process of travel, it collects road traffic information data to remind us to avoid congested road sections and various commodity push around. Capture and predict the user dynamic, build

a scene based on the actual demand of consumption, and truly put the consumer experience at the forefront.

In addition, the flow of mobile terminals should be noted. At present, the number of mobile Internet users continues to increase, and the flow of mobile terminals to enter apps or web pages has increased sharply. Many enterprises have set their sights on mobile terminals. Yili cooperates with sina Weibo. For a period of time, Yili's logo and tips will always appear in the column of items with microblog hotspots. At present, enterprises use the Internet media to attract the attention of the audience and arouse the potential purchase demand to shape the scene, label and classify consumers, release personalized push, users interact with the real space on the mobile terminal, and enterprises receive opinions and data to make reasonable planning for the publishing scene again, which is a cycle.

(iii) Fusion scene: online and offline coexistence

With the gradual development of the market, O2O marketing model (online to offline) was born, which means online to offline, online is the Internet platform, offline is the physical platform, the convenience of online promotion is used to inject online traffic into the offline platform. How to improve the online traffic, how to improve the entrance crowd, scene shaping is particularly necessary.

Marketers first detonate users through the core seeds of the online scene space of the Internet, and then detonate the brand through the offline passive media communication around the user's core scene space. Online communication will guide users' thinking to a certain extent, while offline promotion will make users direct contact with the user interface. Therefore, the biggest purpose of brand marketing is to effectively promote online connect offline to build a suitable mobile scene, so as to form the resonance effect between products and users<sup>[7]</sup>. Through the combination of Internet and physical stores, it is the main form of scene marketing to construct fusion scenarios, highlight brand effect and create precision marketing.

In addition, the value contribution of scenario marketing to enterprises lies in the repositioning of products and services. For example, Google and Apple companies analyze and capture the personalized needs of consumers in social, shopping, travel and entertainment scenarios, and introduce scene technology to predict and respond to consumer needs<sup>[8]</sup>.

## (iv) Summary

Scene marketing is a new unique marketing mode. With the help of science and technology, the effect of marketing mode has been promoted to the peak. The scene marketing mode integrating experience marketing, big data marketing and deep marketing has become an important new marketing mode for enterprises. Scene marketing focuses on scene construction, data analysis and communication with consumers. Various advantages make enterprises choose scene marketing.

## 2. Analysis of Scene Marketing Cases

(i) Scene marketing with publicity as the main goal -- take "WuYueHua" toilet paper as an example

Art has both spring and snow, but also the people. "WuYueHua" combines its products with art, and has held "ink and wash" activities in the shopping malls of subway stations. Professionals and consumers are invited to make ink and wash paintings on the basis of toilet paper, and the ink and wash paintings are pasted on the corridor for people to enjoy. This is a bold attempt, because ink painting is the painting that needs water most. Mayflower through such publicity activities to show the strength of the product and the nature of the water cannot be broken.

The scene is created in shopping malls, subway stations and other places with a large flow of people. When you see a lot of artworks, the exhibition of artworks on such occasions will produce a great contrast effect, which will attract people to stop and watch. At the same time, people will know that such beautiful works of art are painted with toilet paper. It will be a little surprised to see some people while painting on the side; you will also have the desire to participate in it, not only to express your artistic color, but also to know how "moisture resistant" the toilet paper is. Good looking ink and wash painting it easily ascends the elegant hall, but did not expect to use toilet paper. The two are not linked at all. "WuYueHua" is to seize this pain point, break people's inherent thinking, to solve the toilet paper "fear of moisture" this problem.

"WuYueHua" has invited professionals to paint to attract people to stop and watch. It also allows people to give full play to their imagination, splash ink and participate in it, interspersed with specific products and corporate logo, making people deeply impressed with the enterprise and its products.

Scene marketing mode is no longer the enterprise alone, but depends on the scene, so that consumers can participate in it. From the single propaganda to the present interactive propaganda, from the violence intuitive propaganda to the present attractive propaganda. Through this model, improving scene perceived value will significantly affect customer perceived usefulness, satisfaction and repurchase intention<sup>[9]</sup>.

The publicity of scene marketing focuses on the construction of the scene. When there is a specific scene, it can build momentum for specific product activities; conversely, in order to achieve good publicity effect, it is necessary to have a scene that is deeply impressed by people. The entrance of the scene is attractive, and the interaction of the scene leaves a deep impression on people. Through the scene follow-up step by step, people's awareness of brand products is enhanced.

(ii) Scene marketing with the main goal of achieving interaction with the public -- a case study of Lancôme

Interactive link is an important part of scene marketing, and the effect of interaction affects the public's direct impression on the brand. In the efficient and positive interaction, consumers fully understand the brand value and open the first door to the product.

Lancôme simulates the damage caused by UV + urban smog pollution, and grasps the skin protection which people care about. In Beijing Xidan North Street, Lancôme uses the huge LED screen to launch the advertisement of Lancôme light breathing protective milk. The LED screen is divided into three parts. On the left is the real-time air quality report, with real-time Street PM2.5 index and ultraviolet index. The bottom is marked with how many people's skin is being damaged at this moment. In the middle is the live real-time dynamic picture, and sometimes the product advertisement of Lancôme is released. The main advertising advertisement is on the right, with a huge two-dimensional code, and the number of people's skin at this moment is indicated in the effective protection, people with the scan of the two-dimensional code can go to the business not far from the screen to get and try the relevant products for free.

The huge screen attracted people's attention in the past. First of all, people noticed that it was not the advertisement itself, but the real-time monitoring screen. When a large number of people were exposed to the huge propaganda screen, they would naturally have a hint whether

they would appear or not. Secondly, people paid attention to the left and right sides. This is a skin care cosmetics advertisement, and they learned about the advertisement. The large screen directly points to the core problem, how many people's skin is in a damaged state, calling on people to care about this problem, and give a solution to this problem, that is, scanning the QR code on the right side of the screen, you can go to the physical store nearby for experience. More and more people take out their mobile phones to scan the code, attracting more and more people to pay attention to the large screen and Lancome brand.

Lancome through people care about the issue of skin care, take the way of self question and answer to promote products, and give people concerned about this kind of question an answer, through this way to interact. Large screen reasonable distribution for the left, middle and right three parts, rather than simple advertising, propaganda concept, more to add interactive factors. On the one hand, interaction can select the audience, and on the other hand, enterprises can collect data about consumers. There is a slogan on the right side of the screen. How many people have joined in the effective skin protection? This is also a call for people to go to the physical store to experience such products. Finally, it forms a closed-loop with large screen as online and physical store as offline.

(iii) Scenario marketing with consumer experience as the main goal -- Take ofo as an example

Deep experience is a very important nature of scene marketing. With a good experience effect, consumers will have an impression on the content of the product. Experience marketing has developed for a long time, many enterprises focus on experience marketing mode, but the experience marketing based on scene is still worthy of attention.

In 2017, at the beginning of the new year, ofo and Beijing Metro Tongcheng jointly held the "we are in action" public welfare project in 2017. A cycling exhibition area was set up in Chaoyang Gate of Beijing Metro, where the average daily passenger flow exceeded 400000. When someone starts riding a bike, the big screen uses trigger technology to follow the cyclist to move. The cyclist seems to be in the blue sky and white clouds on the road. After the ride, the number of carbon emission saving will appear on the screen, so that participants can understand the significance of cycling to environmental protection from the figure of carbon emission saving.

In the 21st century, the pace of social life is getting faster and faster, and the number of private cars is more and more. The environmental problems brought about are obvious. Ofo has grasped this problem to publicize the benefits of cycling to people and the huge benefits it brings. It also allows people to participate in it, understand their positive contribution to carbon emissions, and understand the significance of cycling to environmental protection in specific experience. It can be said that ofo not only publicized the concept of environmental protection to the public, but also changed ways to publicize their own bike sharing, so that more people can choose to join the team of environmental protection by sharing bicycles.

This kind of experience is a very specific experience. In the public welfare scene built by ofo, users not only enjoy the pleasure of riding, but also have a certain sense of achievement because of saving carbon emissions. It can be said that more with one stone.

Different from the traditional marketing model, scene marketing has made a long-term development from the perspective of publicity, interaction and experience. Taking these three angles as the breakthrough point, it can not only take the excellent side of traditional marketing, but also make up for its shortcomings. In the new situation marketing, scene marketing can also be adopted to establish scene entrance and improve specific propaganda flow.

From the perspective of publicity, we can see that "Mayflower" takes specific scenes to publicize its product features, publicize its brand products, and realize its specific impression in the minds of consumers through interactive experience. Through all these practical and efficient publicity methods, people can adopt this integrated way in the publicity process, build specific scenes, attract target customers, and achieve sales goals.

From the perspective of interaction, we can learn that Lancome's interactive choice is selective, and it directly points to those who care about their own skin health problems, arouses their sensitive nerves, and then scans the code for interactive publicity. This "interaction" is the interaction that makes the door willing to take out the mobile phone, and from the moment people take out the mobile phone, the previous psychological communication effect appears. Choosing appropriate interactive questions and actively suggesting or communicating can effectively improve marketing efficiency.



From the perspective of experience, we can also see a new mode of experience quantification. People may only know about environmental protection by cycling, but there is no specific number. It is the activity of ofo that enables people to understand their contribution to environmental protection.

It is difficult to distinguish interaction, experience and publicity in specific activities. The three are integrated and complementary in the new scene mode. More effective publicity from the perspective of interaction and experience is the real way of scene marketing.

### 3. Possible Problems of Scenario Marketing

#### (i) Privacy disclosure

Privacy leakage has become the norm in the development of information internet today. People gradually pay attention to their privacy. When scene marketing takes “sweep” and other similar measures to interact, people’s mobile phone information will naturally be recorded, and then enterprises will push products infinitely for product promotion, which will cause trouble to consumers. Even some enterprises continue to carry out propaganda and return visits, SMS bombing, to a certain extent, harassment of consumers.

#### (ii) Inappropriate scenes and scenes lacking creativity

Setting up the scene naturally should follow the principle of moderation. The right scene can naturally make people relaxed and happy, and they are willing to accept the publicity and edification of the brand. “Mayflower” chose to use a large area of display board to display the paintings displayed by masters and ordinary consumers. On the one hand, it played a propaganda role; on the other hand, it increased the sense of achievement of consumers. If the whole scene is carried out under the roaring music, it will destroy the overall scene environment, so it is very important to consider the scene factors from all aspects.

#### (iii) The marketing effect is not easy to measure

Scene marketing is more with the play of the scene, the scene is changing at any time, the marketing effect changes with the scene, characters, network environment, many marketing evaluation models have a certain gap in the scene marketing evaluation, so it is necessary to establish a scientific and complete scene marketing evaluation system which can adapt to a wide range.

### 4. Countermeasures and Suggestions for Solving Problems

#### (i) Silent collection

With the development of science and technology civilization in the 21st century, people fill in more and more personal information, followed by the worry about personal privacy. For the actual scene marketing, we should try not to use the method of violent push. For network scene marketing, we can adopt the technology of silent collection to obtain the data resources that enterprises need to use without disturbing customers. Some big data collection enterprises have become pioneers of silent collection, such as honeycomb world.

#### (ii) Pay attention to the environment when setting up the scene

Scene building should be in a moderate range. Neither the narrow scene effect nor the scene effect beyond the established standard will achieve the purpose of attracting users. Therefore, enterprises need to put themselves in the position of consumers in the actual scene construction, although it cannot be comprehensive, but also let every customer feel the charm of the scene.

In addition, the scene construction should also attract the attention of the target consumer groups, which can attract the people who are most concerned about such products to the greatest extent, and shield the consumers who are not interested in this kind of products.

#### (iii) Technological innovation

With the rapid development of mobile terminals, the number of mobile application users is increasing, and the number of people flow is large, which requires us to firmly grasp the core technology, analyze data in time and push appropriately according to interest, and comprehensively use cloud computing technology and Internet technology.

Scene marketing can be said to be a new concept with the emergence of the Internet. In the actual marketing operation, it is unavoidable to encounter various problems. The author thinks that enterprises should analyze the advantages and disadvantages of specific products and specific scenarios in order to maximize the marketing efficiency.

### 5. The Trend and Prospect of Scene Marketing

Scene marketing relies on Internet technology, pays attention to data analysis, realizes the interaction between



enterprises and consumers, and gives consumers a new experience. The ultimate goal is to improve the marketing efficiency of enterprises.

Marketing Trends and key issues are as follows.

(1) Can we solve the “pain point” of consumers?

The reason why the pain point is called pain point is that consumers need something urgently in a certain situation. This demand is more urgent than the general demand. If enterprises pay attention to this point in the process of product design and development, and can be integrated into people’s real life scene through experiments, this kind of product can often achieve very good marketing effect.

(2) Can consumers have a good experience?

The effect of consumers’ real experience is more effective and persuasive than various forms of publicity. To make the product have a good experience effect, it is necessary to conduct different experiments in different scenarios, gradually evaluate the product use effect, and compare the expected purpose. If these can be achieved, when the consumer experience effect is good, they will have a certain dependence on the product, and gradually develop into brand loyalty.

(3) Can consumers feel convenience?

Convenience is part of the experience, but it’s worth mentioning. When similar products produce differences in convenience, the sales effect of the products is very different. When the consumer interface is more concise, the consumption channels are wide and direct, and the consumption process is extremely humanized. When consumers have demand for similar products, this product will surely stand out.

Scenario marketing based on consumer demand has all the above advantages; in addition, it also has the advantage of interactive communication between consumers and enterprises.

People who have more fragmented time choose mobile terminals to socialize, consume and entertain. If they seize their fragmented time, they will seize the first-hand advantage. When the sales mode extends from offline to online, supplemented by personalized scenes, they can communicate with consumers in the shortest time, let consumers know whether to meet their personal needs and stimulate their impulse consumption desire.

Finally, enterprises must pay attention to the negative effects of scene marketing. In the future, consumer privacy protection will face more severe challenges. Big data, positioning system and social media in scene technology force reconstruct the privacy boundary of personal life<sup>[10]</sup>.

The combination of various information sensing devices and the Internet forms a complex and huge network, covering the comprehensive collection of voice, image, body feeling and emotion, so as to realize the comprehensive perception of the human body and truly reflect the real emotion of consumers in the face of the scene. Especially with the popularization of virtual reality technology, the experience effect provided by this technology can be used in the experience link of scene marketing.

## 6. Conclusions

The impact of scenario marketing on marketing trends can be summarized as follows.

(1) Broadening marketing ideas

Pay attention to interaction and communication, and pay attention to consumer demand. Scene marketing abandons the situation that enterprises directly publicize to consumers, and consumers consider purchasing independently. Instead, consumers start to inform enterprises of the information consumers need, so that enterprises can produce marketable products.

Design new products and pay attention to consumer feedback. Scenario marketing requires enterprises to pay attention to big data analysis. Products do not end the whole marketing process when they are in the hands of consumers. They should encourage consumers and actively accept consumers’ data feedback, so as to change or design again and meet the new needs of consumers.

(2) The expansion of marketing methods

Today’s most dynamic consumers focus on fun, play and buy. Setting up the scene and letting consumers participate in it is a marketing method that cannot be ignored. Scene marketing is a marketing model that pays attention to consumer experience. Consumer experience not only enhances the adhesion between consumers and enterprises and products, but also becomes one of the roles of enterprise publicity naturally because it is infected by the scene atmosphere in specific scenes. Scene marketing

uses psychological suggestion and interest to achieve the goal of selecting target group and leaving target group.

### Funding

One of the research results of Shandong University Humanities and Social Sciences Research Project “Research on Customer Segmentation and Marketing Innovation Based on Decision Rough Set” (No. J12WF86).

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# Introduction and Manuscript Scope of the Economics and Management Science

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Publication cycle: Quarterly

Manuscript issue date: 1st issue of 2021

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