

Research on Network Marketing of Ancient Style Dolls in Ancient Western Regions Based on Interactive Experience

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Abstract

With the rapid development of information technology, the figure art in ancient western areas has occupied the mainstream position in the art market with its characteristics of openness, freedom and interdimensionality, among which Xinjiang figure art is the most typical. This paper aims to study: 1) Take Xinjiang Doll as the representative, discuss the integration of mobile Internet technology and traditional art market, the development and transformation process of online doll art platform, and investigate the formal characteristics of online art trading on the basis of interactive experience. (2) Combined with the subject knowledge of interactive experience, through the questionnaire survey and interview of target consumers, the current digital interactive technology is used to analyze the shortcomings of the marketing mode of art e-commerce platform from the perspective of interactive experience, and then put forward targeted optimization strategies and try to formulate feasible plans.

This paper uses a questionnaire to interview consumers who choose Xinjiang Doll, and collects feedback data on the online platform, and analyzes the data through descriptive statistics and content analysis. The findings are as follows: (1) With the development of various art e-commerce, the collection of Xinjiang dolls has become popular, and art information has become transparent. Online art fairs will replace most offline marketing models. (2) the continuous optimization of interactive experience has led the development of the entire Internet industry. (3) New online platforms need to be based on the concept of people-oriented, and should constantly update the interaction method and optimize the interactive experience.

Keywords: Interactive Experience; An Action Figure; Marketing

Introduction

The Western Regions is the general term for the areas west of Yumen Pass and Yangguan. In ancient times, Xinjiang was called the Western Regions. Due to its convenient location in the center of the Asian continent, the ancient Silk Road connecting the East and the West connected the isolated oases (Saffer, 2010). In the rocky history of the Western Regions, various ethnic groups have nurtured the splendid culture of the Western Regions through cultural communication and integration.

In recent years, the national cultural confidence has been improving, the cultural industry has developed rapidly, the concept of collecting has taken root in the hearts of the people, and more and more people collect and invest in artworks. According to statistics, the collection of ancient Western-style figures has always been the highest category, but in ancient times, the threshold of collection of ancient Western-style figures was high, and only relatively high-end groups were able to set foot in the field. Nowadays, with more and more channels for people to obtain information, more and more people turn their attention to spiritual needs. As the artistic expression form with the most spiritual value, the ancient style figure of the Western Regions has become the first choice of many collectors (Xiangyang, 2015). The trend of the ancient style doll market in the ancient Western regions has been good, stimulating the enthusiasm of artists to create, and realizing the sustainable development of the market. At present, the Internet and the art market have a deeper integration, the network e-commerce model has already benefited everyone's daily life, art e-commerce based on the popular Internet platform reduces the threshold of art information, promote the public art consumption.

In this paper, Xinjiang action figure is taken as the representative of the ancient Western regions. By introducing the marketing methods of Xinjiang action figure digital display and analyzing specific cases of interactive Xinjiang action figure marketing, this paper aims at the interactive experience of target consumers in the process of online marketing of Xinjiang action figure, and obtains the advantages of online interactive Xinjiang action figure marketing through demand analysis (Hui, 2022). The historical and cultural connotation of Xinjiang figurines should be deeply explored, and the distance between Xinjiang figurines and consumers should be brought closer by means of virtual reality, so as to bring them different sensory experiences and achieve the real "bringing artworks home". This paper focuses on studying the variables faced by

traditional Xinjiang doll marketing methods in the new era and how to integrate with new technologies, constructing the connection between online marketing theories and interactive experience of art market, analyzing and summarizing the characteristics of existing Xinjiang doll marketing methods and whether there are problems in the purchasing process of consumers, and trying to analyze consumer demand through questionnaire survey (Chunyang, 2019). In order to explore the development strategy of online Xinjiang doll marketing mode, and generalize the network marketing strategy of ancient Western Regions ancient style doll art based on interactive experience.

Research Objectives

1. Explore the definition and characteristics of ancient Western style figures: study and sort out the cultural connotation, historical background and artistic style of ancient Western style figures, and clarify their differences and characteristics from other styles.

2. Analyze the current situation of the market of ancient style figures in the Western regions: investigate the scale, audience group and fashion trend of the current market of ancient style figures in the Western regions to understand the development potential and business opportunities of the market.

3. Study the design principles of ancient Western style action figures based on interactive experience: Through the analysis of user needs and psychology, put forward the design principles of ancient Western style action figures based on interactive experience, including appearance design, material selection, action design, sound effect and so on.

4. Develop network marketing strategies for ancient Western style action figures: Combining the development of the Internet and social media, put forward network marketing strategies suitable for ancient Western style action figures, including brand promotion, content creation, marketing channel selection, etc.

5. Build an interactive experience platform for Ancient Western style action figures: Design and develop a platform that can provide immersive interactive experience, so that users can better understand and experience ancient Western style action figures, and improve user participation and purchase intention.

6. Evaluate and optimize the effect of network marketing: evaluate the effect of the implemented network marketing strategy through data analysis and user feedback, and adjust and

optimize the strategy in time to improve the market competitiveness and user satisfaction of the ancient Western Region antique doll products.

Literature Review

1. About art marketing

On the research of art marketing, foreign research started earlier and more mature. Art marketing was born from scholars' thinking and extension of the concept of "marketing". In 1967, the issue of cultural marketing was formally raised by the British academic community for the first time, and the concept of "marketing" was transplanted from the commercial field to the non-profit field of culture and art. Since then, the marketing in the field of art began to appear as a branch of marketing. At the beginning, art marketing was mainly applied to performing arts, in order to increase the number of audiences and achieve the purpose of revenue. In the 1990s, the theoretical logic of "art marketing" was formally formed in the field of art. Professor Philip Kotler, known as the "father of modern marketing", pointed out that cultural institutions also face the problem of marketing. From the current research results, the foreign research is relatively perfect, many scholars have launched a wide, in-depth and detailed discussion on the relevant issues of art marketing from different angles. Diggle K. Tigris believes that no matter in any link of art marketing, artists and artists' works are always the most important. He puts emphasis on the contact between artists' works and consumers. In *Guide to Arts Marketing*, he puts forward that "The most fundamental purpose of art marketing is to enable an appropriate number of people to communicate with artists in an appropriate way, and to achieve the best economic benefits in line with the expected goals of enterprises in the process. (Diggle, 1984)

According to Digres, cultural arts marketing focuses on distributing and disseminating works of art and obtaining the best financial returns. The ultimate goal is artistic pursuit, not economic benefit. *Introduction to Art Market* by Dr. Li Wankang and *Art Market* by Professor Zhang Liguo of the Central Academy of Fine Arts are among the few works close to the art market in China.

2. WeChat sales and marketing

Wechat was born in early 2011, so the research on WeChat has only been done for more than five years since it was put on the market. At first, the emergence of WeChat did not attract much attention in the academic community. Taking CNWS as an example, there were only 27 articles on WeChat in 2011. Since it was in the early stages of development, most of the literature focused on the simple elaboration of social functions, and there was a shortage of theoretical and

academic explanations. After the improvement and innovation of its functions, the number of research studies related to WeChat has increased significantly in 2012, and the research of all academic circles has become increasingly mature. The development momentum of WeChat has become more and more vigorous, and some literature has begun to appear in the academic circle to study the communication mechanism and influence of WeChat by means of communication theory. By 2013, by searching the keyword "WeChat" on CNKI, the number of publicly published documents reached 269, and the research perspective was not limited to communication theory but gradually broadened to diversify the perspective. Of course, since WeChat has been put into use for a short time, the research on WeChat in China's academic circle is still in the initial stage, and its research prospects need to be developed with the enrichment and expansion of WeChat functions. And the foreign research literature on WeChat is even less.

Conceptual Framework

Interactive experience network marketing concept and connotation

1. The concept of "interactive experience"

"Interaction" means communication and interaction. Through the service platform with interactive function, we can assist users to obtain relevant information or provide services, and in the process, we can spark a series of ideas, needs and inspirations. Computer industry was the first to put forward and apply the concept of interaction, after long-term development, and become the interdisciplinary research object of psychology, informatics, engineering, sociology, anthropology and other disciplines. Once the system program software is started, it does not rely on a single program to perform tasks. The programmer in front of the computer can realize the operation and maintenance of the program software by relying on information instructions and code compilation and other forms (Chen, 2019). The real-time response of the system program to the pre-set instructions of the programmer is called interactive activity. In other words, the participants can communicate with each other in two ways. Interaction is a function that many Internet platforms focus on.

"Interactive experience" refers to the user's experience and overall feeling in the process of operating an Internet product, and the experience in the process of information exchange between the user and the product. It includes the user's emotions, preferences, feelings, physical and psychological reactions before, during and after using the product. In order to strengthen the adhesion and attraction of products and services to user groups and truly realize immersive

interactive experience, designers need to consider factors such as behavioral logic and practical demands of users comprehensively when designing operation interfaces and interactive processes, so as to provide efficient and convenient services for their life and work. Smooth man-machine interaction channels and speed up the flow efficiency of information among user groups, products and services are the essence of "interactive experience" activity. It attaches importance to the extensive needs of user groups and integrates them into the design and production process of products and services, which can enhance the practicability of products and services and strengthen the sense of belonging of users (Xin, 2018). Therefore, human needs become the core of "interactive experience". "Interactive experience" has become the focus of attention in the design process of various Internet products, and is widely used in multimedia, product, graphic design, computer software and other fields.

2. "Interaction experience" and the connotation of network marketing

(1) The connotation of interactive experience

The connotation of "interactive experience" mainly includes the elements of "interactive experience" and the levels of "interactive experience", which are as follows:

1) Elements of "interactive experience"

"Interactive experience" has five elements: "action", "time and space", "form", "way" and "sound". "Action" includes both the user's active operation behavior and the system's passive behavior. "Time and space" is the time and space consumed in the real and virtual human-computer interaction behavior; "Form" refers to the cognitive feelings generated by users' subjective consciousness on the art e-commerce platform; "Mode" means the logical method of operating the system during the interaction; "Sound" is the sound, which plays a prompt role in the interaction process. For skilled users, it helps to develop fixed interaction habits. "Space-time" is the time and space consumed in the real and virtual human-computer interaction behavior. "Form" refers to the cognitive feelings generated by users' subjective consciousness on the art e-commerce platform; "Mode" means the logical method of operating the system during the interaction; "Sound" is the sound, which plays a prompt role in the interaction process and helps to develop fixed interaction habits for skilled users (Ran, 2015). The five elements of interactive experience guide the design of interactive functions.

2) The level of "interactive experience"

Professor Jess James Garrett's article User Experience Elements clearly points out that five levels, including strategy, scope, structure, framework and performance, constitute the

basic framework of interactive experience. The "strategic layer" is the lowest and most basic structure, which mainly discusses user needs, interaction objectives and platform positioning. The "scope layer" collects and analyzes the content requirements of the interactive platform, and combines the interactive functions to form the positioning of the platform. "Structure layer" is divided into interaction design and information architecture. Through the information architecture of the platform to determine the interaction function, determine the interaction process, explore the optimal scheme of various operations; The "frame layer" includes the arrangement of the content in the interface, and the content that the copy writing part mainly conveys to the user. The "presentation layer", as the icing on the cake of the interactive experience, mainly displays the visual effects of the interactive interface, so as to attract the user's eye.

(2) The connotation of network marketing

Network marketing, is a new marketing method, is also a very important marketing means at the present stage, the modern enterprise also has a great marketing, can provide support for the formulation of enterprise development strategy, guide enterprises to improve the market development effect and promote the continuous improvement of enterprise operating efficiency. Network marketing to businesses and consumers have brought great convenience, on the one hand to reduce the cost of product publicity, in a very short time can spread to the majority of customers; On the other hand, it is also convenient for customers, so that customers can buy the desired products without leaving their homes.

At the same time, Internet marketing is also a double-edged sword. Businesses can interact with users in real time, and users can interact with each other in real time. If the product quality is not up to standard or inconsistent with the reality, it will cause a sensation on the Internet very quickly, which will not only affect the sales of the product, but also damage the reputation of the merchants (Mengchao, 2017). Therefore, businesses need to take the Internet as the basis, adopt a variety of network marketing strategies, create a favorable environment on the Internet to mobilize the enthusiasm of users to buy products, improve product sales.

(3) Interactive experience and Internet marketing

With the development of information technology, mobile phones and other mobile devices have more diversified functions and unprecedented performance. The use scope of original computer terminals is gradually limited, and wireless network terminals begin to play an effective role in all walks of life. Interactive experience has also penetrated into every aspect of people's

work and life. Common behaviors such as web browsing, video games and online shopping all belong to the category of human–computer interaction.

Psychological suggestion is the main means used by traditional dealers to publicize and sell goods, and potential customers are influenced by it to carry out purchasing behavior. Different from the means of psychological suggestion, the main means of expression of interactive experience are different types of sensors, which realize the comprehensive collection of audience's speech, facial expression, body movements and other information, and then transmit the data bundle to the computer terminal for a series of information data sorting, induction, integration and other processing links, using the final information conclusion to evaluate the art work itself. This special human–machine interactive experience can significantly improve the dialogue experience between consumers and works, comprehensively display the source, time and other information of the works, and enhance the exhibition experience and purchase desire of consumers. The proper application of interactive experience technology can effectively meet the audience's appreciation demand for works. In the process of online transaction of consumers, the application of virtual reality technology can break the shackles of time and space. Consumers do not need to suffer the restrictions of time and space, but realize the real touch and all-round perception of works with the help of the unique real-time navigation function of GPS positioning system. The storage of work information can be realized with the help of automatic imaging technology and the powerful function of 3D model.

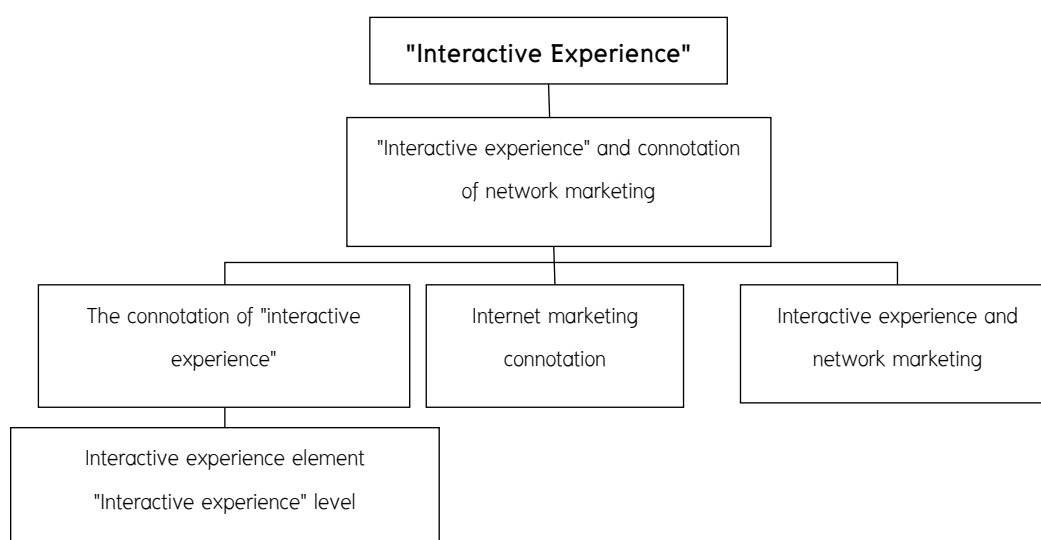


Fig. 1 Conceptual Framework

Research Methodology

This paper mainly adopts the literature review method. By referring to relevant literature, books, journals and academic papers, the theory and practice in the fields of ancient Western style doll, network marketing and interactive experience are reviewed, and the existing research results, theoretical models and methods are understood.

Research Results

Objective 1. The results showed that. Online art auctions and art e-commerce laid the foundation for the germination of the art relationship marketing model on the WeChat platform long before the emergence of WeChat software. With the continuous improvement of the functions of the WeChat platform, the development of the state-of-the-art relationship marketing model has entered the promotion stage. The emergence of the WeChat platform in the marketing focus, marketing drive, and marketing methods for art relationship marketing mode has brought adjustments.

Objective 2. The results showed that. The composition conditions of the art relationship marketing mode on the WeChat platform include strong platform support, large-scale user groups, and professional marketing subjects. The model consists of relationships, subject, product, platform, and user, and its core is the development and maintenance of relationships.

Objective 3. The results showed that there are three main modes of art relationship marketing on the WeChat platform, namely public account marketing, personal WeChat marketing, and WeChat group chat marketing. In the WeChat public account, its marketing process is divided into four stages: attraction, drainage, transformation, and internalization. In individual WeChat marketing, the marketing process is divided into four stages: exploration, familiarity, transformation, and evaluation. In group WeChat chat marketing, the marketing process is divided into four stages: focus, share, transformation, and check. With a strong sense of user experience, easy to build a brand, low marketing costs, marketing coverage, etc.

Objective 4. The results showed that there are certain defects in the state-of-the-art relationship marketing model of the WeChat platform, both in the marketing model itself and in the marketing process, which limit the maximization of the marketing effect and have a negative impact on the development of the marketing model. Specifically, the WeChat platform art relationship marketing model has such defects as poor relationship construction mechanisms, easy interference of users' cognition, and great risks in the transaction process. The causes of these

defects include the objective restriction of the WeChat platform, the jumble and disorder of marketing content, and laws and regulations to be improved.

Knowledge from Research

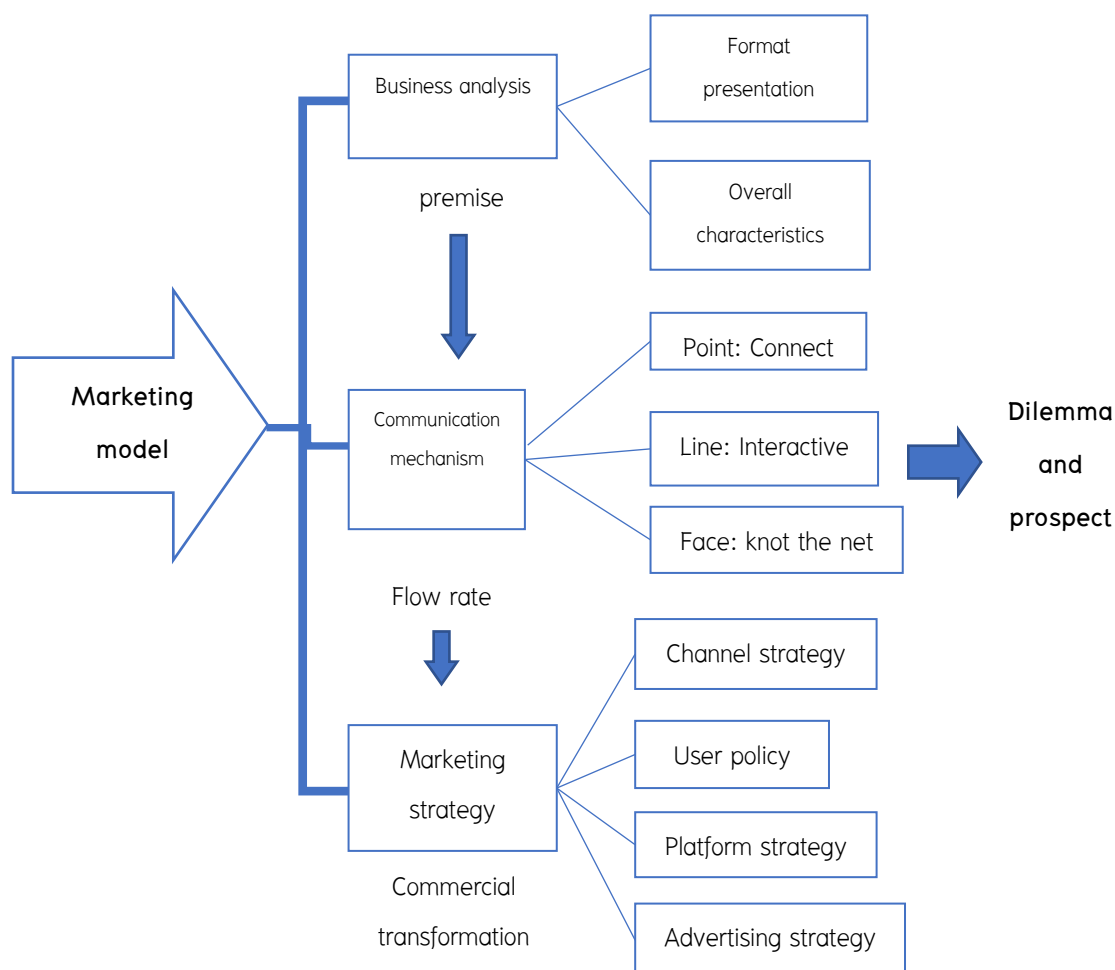


Fig. 2 Knowledge from Research

Conclusion

Based on the theory of relationship marketing, this paper sorted out the constituent conditions, components, mechanism, marketing process, and personality characteristics of the artistic relationship marketing model of the WeChat platform and attempted to explore the optimization strategy of the artistic relationship marketing model of the WeChat platform by analyzing its operating status and defects. The emergence of the WeChat platform in the marketing focus, marketing driving force, and marketing methods of the state-of-the-art relationship marketing model has also brought adjustments. Through research, it was found that

the composition elements of the artistic relationship marketing model on the WeChat platform include relationship, theme, product, platform, and user, and its core is the development and maintenance of relationships. These five elements are interrelated and influence each other to form a system with strong structure. The conclusion is that enterprises acquire users by focusing on individuals through the WeChat marketing matrix and financial media promotion. Under user communication and training with content and brand tonality as the core, users' personalized perceptions of customized products and brand fit are formed, thus triggering word-of-mouth communication and user behaviors related to planning. WeChat marketing is an important marketing platform and tool in the new economic era. The huge user community and data information provide basic support for WeChat marketing and provide important support for enterprises to win competition.

Suggestions

In conducting survey interviews with consumers, I received a lot of feedback from consumers: If I don't get the information I want here, I will leave. Consumer feedback can help designers identify many problems with interactions. In the current era when digital art e-commerce is becoming more and more popular, it is particularly urgent and important to achieve a higher degree of humanization, and more intelligent service and interactive experience.

1. Use flat style to reduce the level of information

Not everyone has rich experience in using mobile software from the very beginning. For older interviewees, the software operation is the most intuitive problem. Therefore, in the process of setting the information level and interactive logic, it is necessary to pay special attention to the experience of inexperienced users in the first trading platform, so as to minimize their learning time. To reduce the level of information and simplify the organizational structure of art information, it is necessary to integrate the "flat" style into the interactive page. Users can get the information they want without complicated operations.

For example, the Android desktop has such a function: users can put the weather, date, clock and other frequently used modules on the desktop according to their needs, which saves users the operation of unlocking the desktop and opening applications. A concise presentation of the most frequently used features can greatly enhance the interaction experience. Each icon not only serves as an entry point to a program, but also carries various kinds of information.

Try to display more content and functions on the home page of the application. The presentation here does not mean that the contents are piled together in no order, but that the contents should be separated from each other in order according to the characteristics of the products owned by the art e-commerce, and at the same time, they should be arranged organically by the principle of primary and secondary navigation. For example, in the operation scheme of artworks, the main function of "art net" is to display the scene and environment matched by artworks, so as to provide different collocation reference to consumers with different needs. So they should be on the front page display and the combination of art scene. After consumers click in, they can quickly change the scene, picture frame, lining and artwork according to their own needs. As shown in Figure 3, with only two steps, consumers can choose the artwork they want according to their needs, download and save the pictures or share them with people they know. All the components of the page are made up of abstract points, lines and surfaces, making the page simple and modern while emphasizing the artwork itself.



Fig. 3 The home page of the Yi.com APP

2. Enhance the interactive function in the network marketing of ancient Western Region ancient style doll

(1) Use diversified forms of interaction

Under the background of digital era, art e-commerce faces many challenges. How to use emerging digital technology to expand space, time and interactive experience has become a common problem for all kinds of art e-commerce to think about. From the perspective of display content, users can make their own browsing paths by using mobile devices according to their preferences, so as to ensure that each user can have their own services without mutual interference. From the perspective of display form, it is an important development direction of art e-commerce in the future that how to enable consumers to obtain the introduction and experience of a Xinjiang doll in the form of static, dynamic and interactive media, and show consumers the history, geography and cultural knowledge related to the work from multiple perspectives.

At present, the main interaction modes of Chinese art e-commerce platforms include: picture amplification, audio and video commentary, VR virtual reality, AR augmented reality. In the consumer research, we found that most consumers want to experience different ways of interaction in the process of appreciating Xinjiang dolls. At present, many art e-commerce companies have interactive functions of picture enlargement and VR virtual reality. Relatively few art e-commerce companies, such as "Rongbaozhai Online", have and only provide one kind of AR augmented reality interaction function. When consumers experience AR interaction function, they cannot experience picture enlargement or VR function at the same time.

Through real-time interaction, consumers can change the information in the Xinjiang doll through their actions. This means that different interaction modes can selectively deliver high-quality information according to the needs of consumers; Another possible reason why consumers can experience the full information of the Xinjiang doll is that the interaction prevents some enhanced information from being displayed. This kind of interaction can promote the trading of Xinjiang doll to a large extent, making consumers less tired and resistant in the operation process, and making consumers more impressed with Xinjiang doll in the process of repeated use. The art trading platform should give consumers different choices. When using different forms of interactive functions to buy Xinjiang dolls, consumers can have real-time and two-way interaction with artworks in the real space.

(2) Use game interaction to change from passive to active

In the previous forms of painting expression, although consumers are just independent individuals with artworks, there are also some interactions between them, and the interaction is mainly emotional resonance. For example, if a painting expresses a sad mood, then the viewer will also feel depressed. At this time, the viewer will resonate with the objects depicted in the painting, and the two will interact. However, this is a passive interaction, because the Xinjiang doll has been completed, it is shown in front of the user, but the user can not make any changes to it, can only passively appreciate it, the interaction between the two is limited to the appreciation period or after appreciation, such interaction is passive, is a one-way interaction between the Xinjiang doll to consumers. In the future, the interaction between consumers and Xinjiang doll will be more manifested as consumers' active desire to explore the information of Xinjiang doll. This kind of active interaction occurs in the process of the demonstration of Xinjiang dolls, thus creating a two-way interaction.

In the process of purchasing, most consumers will record and collect useful information, and look through the information of the work and the author. Setting art knowledge question and answer in the interaction between consumers and Xinjiang doll can effectively combine the information transmission and interactive experience of Xinjiang doll. The questions and answers all come from the same category of knowledge about Xinjiang doll. Through this game, information of other artworks on the platform is connected. In addition, questionnaire questions related to Xinjiang doll are hidden in the questions to provide reliable consumer data for the background and play a guiding role for constant update and maintenance in the later stage. The higher the game score, the smaller the coupon, the incentivized consumer experience. Through the interactive game question-and-answer function, consumers take the initiative to have the desire to explore the Xinjiang doll, so that consumers have greater autonomy in the process of appreciation. In this interaction, Xinjiang doll can be more entertaining, and the audience will have higher interest and participation.

(3) Use digital interaction function to increase immersion

Immersion is a prominent feature of interactive experience, meaning that users will focus their emotions and behaviors into the scene created by the computer and forget the real world. The minimum requirement of "immersion" is that the user and the Xinjiang doll be integrated. In the interaction, certain technical means are needed to enhance the immersion sense of consumers. When consumers interact with Xinjiang dolls, they are still in reality, and all the feelings they experience are also in reality. In the interactive mode of traditional Xinjiang doll online marketing,

the concept of immersion is not often mentioned, and consumers tend to have a feeling of "staying out of it". Because it's very difficult to implement. The objects and images of traditional Xinjiang figurine works are all in two-dimensional form. Compared with the real situation and three-dimensional environment, two-dimensional interaction is difficult to immerse consumers, which widens the distance between consumers and works of art.

In consumer research, we find that consumers prefer to increase situational interaction and better introduce it into the context depicted by the artwork. As mentioned above, augmented reality technology uses computers to generate virtual information and displays the virtual information in the real environment where consumers are, enabling consumers to interact with computers and obtain new sensory experience in the three-dimensional environment. At present, most of the art e-commerce's augmented reality technology is limited to transferring the offline real environment to the online one, so that the figure art can be hung in the real space. However, the spiritual connotation of Xinjiang figurines is still the same as the traditional plane expression, and consumers and artworks have not reached the active interaction.

The interactive information of virtual reality and augmented reality is presented in the form of three-dimensional, and the scene involved in the figure art is built up through the three-dimensional effect, so that consumers can get a feeling of being in the painting during the experience, which is a kind of "immersive" experience. At this time, consumers are part of the picture, or even become the "hero" in the artwork. Their interactive behaviors can be linked with the virtual environment, as if they are in the real world. When consumers experience the function of augmented reality interaction, because they are in reality and the things they contact are real, they will not have the uncomfortable feeling and resistance emotion in the unfamiliar environment. Three-dimensional non-real information is generated in the real space, and the combination of virtual and reality enables consumers to get a stronger sense of immersion, eliminate the estrangement between consumers and Xinjiang dolls, and make consumers and the picture become a whole. The enhancement of immersion is the fundamental characteristic that distinguishes the interaction with traditional plane, and also the goal of the continuous development of digital interaction technology.

(4) Multi-sensory interactive experience

Due to the complexity of information and spatial limitations of plane interaction, traditional Xinjiang figurines can convey very little information to consumers in the appreciation

process. Consumers only rely on their own visual ability to feel, without much thinking, so plane interaction can only achieve a superficial effect.

Digital interaction technology can fully mobilize different organs, such as feeling, vision, hearing, etc., and achieve the purpose of information transmission and interaction by utilizing various experience modes received by different organs. To convey a variety of information to consumers, it is not only limited to Xinjiang doll, consumers should have a deeper understanding, effectively mobilize a variety of senses, but also use hearing to feel the connotation of the art, so as to deepen consumers' awareness and understanding, and understand the charm value of Xinjiang doll.

3. Adding social Functions

The Internet has given birth to various social platforms such as Douban, Weibo and WeChat, which have a profound impact on the way people communicate. The public can view the world from a variety of perspectives. The composition of users of art e-commerce has changed. It is no longer a simple online trading platform, but a carrier of culture and knowledge. Art e-commerce is communicating and interacting with people by means of social media, and its information is gradually spreading in the network world. More consumers begin to put their experience in art e-commerce platform on WeChat, Weibo and other social platforms.

As the "direct + indirect" interaction mode is copied and used by more and more art e-commerce companies, it greatly stimulates consumers' thinking and participation enthusiasm, and more users begin to share and explore the artworks they are interested in on social platforms. It is no exaggeration to say that such developments have had an impact on the role of art and culture. With faster information update speed, art e-commerce can timely check other consumers' collection and evaluation of a piece of art, so that art purchase and collection have gradually developed into an indispensable part of life. With the help of this social way, social circles with common interests and interests can be established. This also enhances the centripetal force of art e-commerce users.

In addition to screening and evaluating the information on these network platforms, it is more meaningful for the art e-commerce to deepen the interaction with consumers. Such as teaching enthusiasts how to study and appreciate a field or topic of interest. Therefore, the professional identity of art e-commerce is undoubtedly the best support for platform consumers. "Art and" has added social functions in the APP, so as to ensure smooth communication between consumers and art authors, planners and art collectors, so that consumers can have a better

understanding of art. If they are interested in exhibits, they can make full use of social platforms to give themselves a chance to get closer to professional groups. At the same time, it also enables people with common interests and occupations to gather together to form different social circles, timely share and comment on various developments, and carry out effective communication. At the same time, it can also lead others to participate together, thus expanding the user base.

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