Analysis of Digital Commerce Development and Digital Commerce Ecosystem in Guangdong Province under the Digital Economy

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Abstract: This article examines the current status and ecological characteristics of digital commerce in Guangdong Province within the context of the digital economy. As a leader in China's digital commerce, Guangdong excels in e-commerce, cross-border e-commerce, mobile payments, and the digital transformation of traditional industries. In 2023, the province's e-commerce transaction volume reached 1062.8 billion yuan, with cross-border e-commerce accounting for 31% of the national total. The government has accelerated the rapid development of digital commerce through policy support, infrastructure development, and cooperation within the greater bay area. Digital commerce is data-driven, integrating technology and business to optimize processes and innovate models, such as B2C (Business-to-Consumer), B2B (Business-to-Business), and social e-commerce. Notable examples include Alibaba's new retail initiatives and Procter & Gamble's digital marketing strategies. In the future, digital commerce will deepen its integration with various industries, contributing to high-quality economic development.

Keywords: Digital Economy; Digital Business Ecology; E-Commerce; Digital Marketing

1. Overview of digital business development in Guangdong Province

As one of the most economically developed and open provinces in China, Guangdong Province has taken the lead in the development of digital commerce nationwide. In recent years, the province has made remarkable achievements in e-commerce, cross-border e-commerce, mobile payments, and digital transformation, making significant contributions to the development of the digital economy.

1.1 E-commerce is Booming

In recent years, the e-commerce transaction volume in Guangdong Province has been steadily increasing, making it one of the fastest-growing e-commerce provinces in China. According to statistics, in 2023, the e-commerce transaction volume in Guangdong Province reached 1062.8 billion yuan, with cross-border e-commerce imports and exports totaling 843.3 billion yuan, accounting for 31% of the national total. Cities like Guangzhou and Shenzhen have become key hubs for e-commerce nationwide. Major e-commerce platforms such as JD.com, Tmall, and Vipshop have established branches and warehouses in Guangdong, leveraging the province's robust infrastructure and logistics network to serve the entire country. Notably, a number of new e-commerce companies, primarily focused on online sales, have emerged in Guangdong, including Pinduoduo and Xiaohongshu. These companies have not only transformed consumer behavior but also significantly impacted traditional brick-and-mortar retail.

1.2 The Booming Rise of Cross-Border E-Commerce

Thanks to its advantageous geographical location and favorable trade environment, Guangdong Province has seen rapid growth in cross-border e-commerce, becoming a significant hub for the industry in China. According to data, the cross-border e-commerce transaction volume in Guangdong Province reached 900 billion yuan in 2021, accounting for about 45% of the national total. From 2016 to 2021, the total import and export volume of cross-border e-commerce in Guangdong Province has steadily increased, ranking first in the country for six consecutive years, as shown in Figure 1 [11]. Cities like Guangzhou and Shenzhen have become key hubs for cross-border e-commerce, with a number of

enterprises emerging that possess strong international competitiveness. Local brands such as NetEase Kaola, Xiaohongshu, and Yangmatou are actively expanding into overseas markets, helping Chinese products reach a global audience.

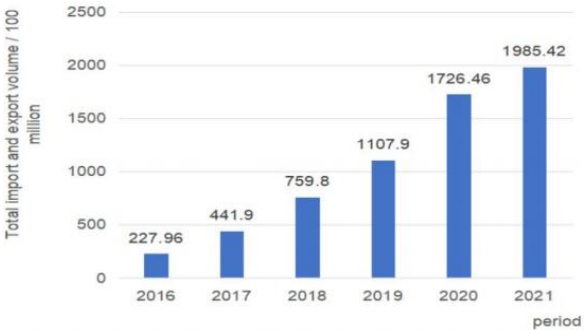

Figure 1. Total Import and Export Volume of Cross-border E-Commerce in Guangdong Province from 2016 to 2020

Source: General administration of customs, China.

The Guangdong provincial government places a high emphasis on the development of cross-border e-commerce. In 2019, the province released the 'Guangdong Cross-border E-commerce Development Implementation Plan,' aiming to achieve a cross-border e-commerce transaction volume of 1.2 trillion yuan by 2022. Meanwhile, cities like Guangzhou and Shenzhen have introduced policies to offer tax incentives and logistics support to cross-border e-commerce companies. Furthermore, leveraging its geographical advantages , Guangdong is actively promoting cross-border e-commerce cooperation within the Greater Bay Area. Shenzhen has partnered with Hong Kong, China to create the 'Cross-border E-commerce Bay Area,' providing broader development opportunities for businesses in Guangdong and across the country.

1.3 Mobile Payment is Widely Used

As a crucial support for e-commerce, mobile payments have been widely adopted in Guangdong, significantly boosting the growth of digital commerce. In 2023, the mobile payment market in Guangdong continued to grow rapidly, with popular mobile payment tools like Alipay and WeChat Pay being highly utilized, making online payments more convenient for consumers. Innovative business models based on mobile payments, such as shared bicycles and mobile dining, emerged first in Guangdong, ushering in the new retail era.

1.4 Digital Transformation of Traditional Industries

Guangdong has not only made breakthroughs in emerging sectors like e-commerce and cross-border e-commerce but has also made significant progress in the digital transformation of traditional industries. As a key pillar of Guangdong's economy, the manufacturing sector is accelerating its digital transformation. The exploration by GAC Group in areas such as intelligent manufacturing and 5G applications has brought new momentum to the industry. Meanwhile, Guangdong has seen a number of' Industrial Fubon' (a term referring to companies that have undergone digital transformation) digital transformation cases, providing replicable experiences for the national manufacturing sector. In the service sector, the innovative practices of Guangzhou Baiyun Airport in smart airport construction have injected new energy into the digital transformation of industries such as tourism. Leading enterprises in retail and finance are actively leveraging big data, artificial intelligence, and other new technologies to enhance operational efficiency and management levels.

1.5 Strong Policy Support

The development of digital commerce in Guangdong Province is closely tied to the strong support of the local government. In recent years, the province has introduced a series of supportive policies, including the 'Guangdong Province 14th Five-Year Plan for E-commerce Development' and the 'Guangdong Province Cross-border E-commerce Development Implementation Plan.' These policies aim to achieve an e-commerce transaction volume of 15 trillion yuan by 2025, with an annual growth rate of over 10%. Additionally, the province is actively supporting the construction of e-commerce demonstration bases and industrial parks, creating a favorable policy environment for the growth of digital commerce enterprises [6]. Furthermore, Guangdong is actively building an innovative ecosystem for the digital economy. Cities like Guangzhou and Shenzhen have established the Greater Bay Area Digital Economy Cooperation Demonstration Zone, attracting a cluster of innovative enterprises and injecting new momentum into the development of digital commerce. Moreover, Guangdong is actively promoting the deep integration of

digital technology with the real economy, accelerating the construction of digital infrastructure to lay a solid foundation for the province's digital transformation. Looking ahead, Guangdong will continue to firmly promote the development of digital commerce. According to the plan, by 2025, the province's e-commerce transaction volume will reach 15 trillion yuan, and the cross-border e-commerce transaction volume will reach 1.2 trillion yuan. The province will also continue to leverage its advantages in scientific and technological innovation, promoting the deep integration of digitalization with the real economy, and providing a model and leadership for the national digital economy.

Overall, Guangdong Province's development in the field of digital commerce can be said to be at the forefront nationwide. From e-commerce and cross-border e-commerce to mobile payments, and the digital transformation of traditional industries, Guangdong is rapidly shaping a new landscape for the digital economy, contributing significantly to China's high-quality economic growth [3].

2. The Concept and Connotation of Digital Commerce and Its Co-Evolution Process and Characteristics with Digital Economy

Digital commerce (Digital Commerce) involves the use of communication technologies such as the Internet, the Internet of Things, and wireless communications, along with data analysis methods, to digitize, internetize, and smarten business processes, channels, marketing, and operations [1]. Unlike e-commerce, digital commerce goes beyond simply integrating modern information technology with business; it focuses on applying the value of data to business, making business processes and operations smarter and more integrated.

2.1 Characteristics, Development Status and Trend of Digital Commerce

The hallmark of digital commerce is its seamless integration of modern information technology with business activities, transforming and optimizing traditional business processes through digital, internet-based, and intelligent methods. The implementation of digital commerce can significantly enhance service quality and efficiency, enabling companies to integrate online and offline operations, expand their market reach and customer base, thereby boosting their competitiveness and market share.

At present, the global digital economy is in a stage of rapid development. As one of the world's largest digital consumer markets, China ranks second in the total volume of digital economy in the world. Digital commerce, as an important part of the digital economy, is advancing rapidly in various fields.

In the future, digital commerce will continue to deepen its integration with various industries and promote the digital transformation of the business field. Through data empowerment, innovation drive, integrated development and expanded opening-up strategies, digital commerce will further promote the economic and social development and serve the construction of a new development pattern.

The Future of Digital Commerce: Innovation-Driven; By enhancing the application of advanced information technology across all business sectors, we can foster innovation in business models, formats, products, and services, creating a high-level development scenario where demand drives supply and supply creates demand. Data Empowerment; We will deeply explore the value of data elements in the business sector, enhancing the deep integration of data into areas such as circulation, consumption, and foreign trade, thereby improving the quality, reducing costs, and increasing efficiency in the business sector. Integrated Development; We will promote the integration of online and offline operations, urban and rural areas, and domestic and international markets within the business sector, breaking down industry barriers, encouraging cross-sector development, and effectively advancing the integration of domestic and foreign trade. Expanded Openness; We will deepen international cooperation in digital commerce, expand cooperation channels, build cooperative platforms, and conduct pilot projects in line with international high-standard economic and trade rules, leading to new advantages in international cooperation through the digitalization of the business sector.

Through the above analysis, it is evident that digital commerce is not only a vital component of the current digital economy but also a key driver of economic and social development. In the future, as technology advances and its applications deepen, digital commerce will play a significant role in more areas, promoting the sustained and healthy development of the

economy and society [3].

2.2 Ways to Promote Digital Commerce

In the new normal of economic development, to foster new drivers for business growth, innovate new platforms for business development, and explore new opportunities for business expansion, it is crucial to support the deepening of supply-side structural reform and the implementation of an innovation-driven strategy. The key lies in vigorously promoting digital commerce. The Ministry of Commerce places a high priority on the development of digital commerce, having pioneered the concept of digital commerce development. It will propose practical measures from various angles to actively promote the healthy and rapid development of digital commerce.

First, ensure top-level design. Jointly issued digital commerce policy documents. Establish a coordination mechanism involving 35 relevant State Council departments, refine the division of labor, form a collaborative effort, set up an annual work ledger, and focus on key tasks. Second, enhance theoretical research. Form a digital commerce expert database, establish management regulations and working mechanisms for the expert database, gather forces from government, industry, academia, and research to conduct theoretical and thematic research on digital commerce, and organize the compilation of the 'Annual Development Report on Digital Commerce' to provide intellectual support for the development of digital commerce. Third, empower enterprise transformation. jointly launched the 'Digital Transformation Partnership Initiative' with the Development and Reform Commission and other relevant departments. Select 14 e-commerce platform enterprises and 4 research institutions to provide inclusive products and services, offering technical and service support for the digital transformation of small and medium-sized enterprises in the business sector. Fourth, strengthen exemplary leadership. Initiate the cultivation of digital commerce enterprises, compile enterprise cultivation guidelines, establish an evaluation index system, select the first batch of 60 online and offline integrated digital commerce enterprises, compile a collection of enterprise cases, and fully leverage the industry demonstration and leading role of digital commerce enterprises. Fifth, conduct pilot explorations. Work with the Ministry of Finance, the State Administration of Taxation and the Archives Bureau to carry out a pilot project on electronic invoice reimbursement, accounting and filing, timely summarize pilot experiences, and lead the compilation of relevant standards to improve the full-process application level of electronic invoices in the business sector. Guide the Hebei Free Trade Zone to build a comprehensive digital commerce experimental zone, actively conduct pilot projects, and explore the formation of replicable and promotable institutional outcomes and typical experiences. Sixth, optimize public services. We will further promote the construction of a business big data system, build a service platform for business big data applications, and open up paths for joint construction and sharing of data resources between the Ministry and local business authorities. We will actively carry out data modeling, deeply mine data resources, and significantly improve the application level of big data in the business system.

As a new phenomenon, the development of digital commerce is a vast and complex system project that encompasses numerous components and elements, spanning multiple sectors and departments. It requires mobilizing the efforts of governments at all levels, industry organizations, research institutions, enterprises, and all sectors of society to pool collective wisdom and strength. By adhering to comprehensive advancement, coordinated interaction, and precise implementation, an effective path for the development of digital commerce can be established [1].

2.3 The Significance of Developing Digital Commerce

Digital commerce is the concrete embodiment of digital economy in the business field, and also the most active and concentrated form of digital economy, which will become a new trend of business development.

By deeply integrating advanced information technology with business economic activities and government regulatory services, digital commerce has developed into a model characterized by data-driven operations, supported by internet platforms, and centered on industrial integration. This model fosters new forms of development in the business sector, including organizational changes, content innovation, efficiency improvements, and regulatory enhancements. These developments

effectively enhance the quality and efficiency of business activities in China, improve the capabilities and efficiency of business management and public services, and ensure that consumers, enterprises, government departments, and other stakeholders can benefit from the digital economy. Furthermore, by transforming the drivers and methods of economic development, this model drives a qualitative leap in China's socio-economic developmen t[4].

First, the development of digital commerce will enhance the application of information technology in business, integrating traditional business models with modern information technologies such as the Internet, big data, cloud computing, and blockchain. This integration will activate traditional business elements, enabling precise marketing and services, and continuously fostering new business models and forms. Second, digital commerce will enhance the government's public service and management capabilities. By leveraging big data and other advanced information technologies, a comprehensive business data system will be formed, accurately reflecting the commercial development in regions and industries. This will provide reliable support for government decision-making in areas such as emergency response, regulation, and promotion. Finally, the development of digital commerce will boost the internationalization of business development. By integrating digital technology with foreign trade, foreign investment, and foreign economic activities, it will significantly enhance China's outward-oriented business development, continuously expand its international influence, and promote global digital development [1].

2.4 Synergistic Evolution of Digital Commerce and Digital Economy

The digital economy is a form of economic activity that leverages digital technology and information resources. Its key features include informatized production, networked exchange, intelligent decision-making, and digital markets. The growth of the digital economy has facilitated the transformation and upgrading of traditional industries, driving the transformation and upgrading of the economy. Since the implementation of the E-Commerce Law of the People's Republic of China in 2019, China's e-commerce business environment has continuously improved. E-commerce has become a significant component of the digital economy, characterized by its large scale, broad coverage, and high level of innovation and entrepreneurship. It has played a positive role in shaping the new development pattern. The scale and efficiency of e-commerce have significantly improved. The total transaction volume of e-commerce grew from 31.63 trillion yuan in 2018 to 43.83 trillion yuan in 2022. Online retail sales of physical goods accounted for more than one-quarter of total retail sales of consumer goods, and China has been the world's largest online retail market for 11 consecutive years. Over the past five years, the number of people employed in e-commerce has increased from 47 million to over 70 million.

E-commerce and the digital economy have developed a positive interactive and integrated relationship in practice. The continuous advancement of digital technology has provided e-commerce with more convenient and efficient trading platforms, while the rapid growth of e-commerce has also spurred continuous innovation and progress in the digital economy. The coordinated development of e-commerce and the digital economy is crucial for economic and social development. They mutually reinforce each other, jointly promoting the optimization and upgrading of industrial structures, creating more job opportunities, and enhancing the competitiveness and innovation capabilities of enterprises. Additionally, this coordinated development helps to drive the transformation and upgrading of the economy, thereby improving the overall level of the national economy.

The synergy between e-commerce and the digital economy presents significant opportunities. With the widespread adoption of mobile internet and the application of 5G technology, these sectors are poised for broader development. Moreover, advancements in artificial intelligence, big data, and cloud computing will provide more robust support and impetus to e-commerce and the digital economy. However, the synergy also faces challenges, including issues such as data security, network security, and regulatory compliance that need to be addressed. Additionally, the rapid growth of e-commerce may lead to the obsolescence of some traditional industries and business models, necessitating enhanced transformation and upgrading.

3. Factors, Basic Processes and Modes of

Digital Business Influence

3.1 Factors Influencing Digital Commerce

3.1.1. Technical factors

The development of digital commerce is inseparable from the continuous innovation and advancement of information technology. Specifically, Internet technology, as the foundational platform for digital commerce, has seen continuous improvements in transmission speed, network coverage, and interactivity, significantly boosting online transactions. Mobile communication technology, with the widespread use of smartphones and tablets, enables consumers to search for and place orders anytime and anywhere, enhancing the convenience of digital commerce. Cloud computing technology provides enterprises with flexible, on-demand IT infrastructure and application services, reducing initial investment costs and improving agility. Big data technology offers businesses more precise consumer insights through big data analysis, aiding in the design of personalized products and marketing strategies, thus increasing the conversion rate of digital commerce.

3.1.2. Consumer behavior factors

Consumers are the direct participants in digital commerce, and changes in their consumption habits and preferences significantly impact the growth of digital commerce. The growing trend of online shopping, where consumers increasingly purchase goods and services via the internet, has driven the widespread adoption of e-commerce. The widespread use of mobile payment tools has made it easier for consumers to complete payments online, thereby reducing transactional friction.

Social sharing habits: Consumers use social platforms to share product information, evaluate experience, etc., which affects the purchasing decisions of others and gives birth to the social e-commerce model.

3.1.3. Business factors

Enterprises are the primary participants in digital commerce, and their willingness and capability to undergo digital transformation directly influence the development of digital commerce. Enterprises are adopting digital methods for sales, marketing, and supply chain management to enhance operational efficiency and market competitiveness. The level and effectiveness of digital commerce development are determined by the IT infrastructure construction and the cultivation of digital talent within enterprises.

3.1.4. Policy and regulation factors

The government's policies and regulations have created an institutional environment that supports the growth of digital commerce. Incentive policies, such as tax incentives and financial support, promote the development of digital commerce models like e-commerce and mobile payments. Regulatory policies, including those on cybersecurity and consumer rights protection, ensure that digital commerce activities are conducted in a regulated manner, maintaining transactional order. Infrastructure policies involve investing in high-speed broadband networks and logistics hubs, providing a robust hardware environment for digital commerce.

In general, the development of digital commerce is influenced by multiple factors such as technology, consumers, enterprises and policies. Only through coordination and cooperation can the sustainable and healthy development of the industry be promoted.

3.2 Basic Process of Digital Commerce

Although different digital business models are different, the basic process generally includes the following links:

3.2.1. Information search Consumers search for commodity information through the Internet to understand product characteristics, prices, evaluations, etc. Enterprises publish commodity information on the Internet to attract consumers' attention.

3.2.2. Order transaction: After consumers select their favorite products, they complete the order and payment process online. The enterprise will arrange the delivery after receiving the order.

3.2.3. Distribution logistics, goods are delivered to consumers through logistics, and logistics companies are responsible for efficient cooperation in warehousing, transportation and other links.

3.2.4. After-sales service: consumers can conduct acceptance, evaluation and other feedback after receiving the goods. The enterprise provides online customer service, return and exchange and other after-sales support.

In this process, information search and order transaction links occur online, while distribution logistics and some after-sales services need the cooperation of offline links. Enterprises need to integrate online and offline resources, optimize

the whole digital business process, and improve customer experience.

3.3 Main modes of Digital Commerce

A variety of business models have emerged in digital commerce, as shown in Table 1.

Table 1. Digital business Model

Digital business model	
B2C e-commerce	The mode of enterprises selling online directly to consumers, such as comprehensive e-commerce platforms like JD and Tmall.
B2B e-commerce	The mode in which enterprises trade raw materials, equipment and other goods and services through the network, such as Alibaba, Hc.com and other B2B platforms.
C2C e-commerce	The mode of second-hand goods, handicrafts and other transactions between individual consumers, such as Taobao, Xianyu and other platforms.
O2O e-commerce	The mode of online booking, ordering and offline consumption, such as Meituan, Dianping and other online to offline service platforms.
M-commerce	Business models that use mobile terminal devices as trading platforms, such as mobile payment tools such as WeChat Pay and Alipay.

Data source: compiled by the author

With the progress of technology and the change of consumption habits, the above model has continuously spawned new business forms, such as social e-commerce and live streaming e-commerce. Enterprises need to choose appropriate digital business models according to their own resource endowment and target market.

Overall, the development of digital commerce is influenced by various factors. Its core processes include information searching, placing orders, delivery logistics, and after-sales service, presenting a variety of business models. Companies need to fully understand the characteristics of digital commerce and choose appropriate development paths to keep up with the times, in order to adapt to the rapidly changing market.

4. Integration and Application Innovation of Technology and Business from the Perspective of Digital Economy

4.1 The Necessity of Technology and Business Integration in the Context of Digital Economy

As information and communication technology continues to evolve, the digital economy has become a vital engine for global economic growth. At its core, the digital economy involves deeply integrating digital technology with the real economy, driving the digital transformation of production, operations, and management across the entire value chain. Digital technology fundamentally stores and transmits information in bits. From an economic perspective, digital technology has led to various cost savings in production and other applications. Overall, these cost savings can be seen in five areas: reduced search costs, reduced replication costs, reduced transportation costs, reduced tracking costs, and reduced verification costs. This necessitates continuous investment and innovation in the application of digital technology by enterprises [12].

4.1.1. Enhance the digital transformation capabilities of enterprises. The application of digital technology can digitize enterprise operations, management processes, and customer service, thereby enhancing the level of informatization and operational efficiency. Additionally, the collection, analysis, and application of internal data can facilitate more scientific and personalized decision-making, thus boosting the company's market competitiveness.

4.1.2. Meet the personalized needs of consumers. Digital technology provides enterprises with more ways to reach consumers, such as mobile Internet and big data analysis. Enterprises can provide personalized products and services based on the insight of consumer behavior, so as to better meet the needs of consumers.

4.1.3. Optimize the collaborative efficiency of the industrial chain. The application of digital technology helps enterprises and upstream and downstream supply chain partners to share information and business collaboration, improve the overall operation efficiency of the industrial chain, and enhance the flexibility and resilience of the industrial chain.

4.1.4. Giving birth to new business models. The innovation of digital technology continues to give birth to new business models, such as

sharing economy and platform economy. These models reshape the way enterprises create value and bring new development opportunities to enterprises.

Therefore, enterprises must attach importance to the integration and innovation of digital technology and business, make full use of technological means to enhance the core competitiveness, and grasp the new opportunities of digital economy development.

4.2 Main Application Areas of Technology and Business Integration under Digital Economy

4.2.1. Marketing and Sales. Digital marketing methods, such as search engine marketing and social media marketing, can help companies accurately target their audience and boost marketing conversion rates. Moreover, big data analysis can provide companies with personalized marketing strategies. Furthermore, the rise of e-commerce platforms has significantly expanded the sales channels available to businesses.

4.2.2. Production and Supply Chain. Digital technologies such as industrial Internet and digital twin can optimize the whole production process and improve production efficiency. At the same time, enterprises can realize information sharing and collaboration with upstream and downstream partners through supply chain management system to enhance the flexibility and resilience of the supply chain.

4.2.3. Management and decision-making. Enterprises can use cloud computing, big data analysis and other technologies to build a digital management platform and improve the intelligent level of enterprise management. At the same time, based on the deep mining and analysis of massive data, enterprises can make more accurate decisions.

4.2.4. Products and Services. Digital technology can help enterprises realize intelligent products and personalized services. For example, through the Internet of Things technology, remote monitoring and fault warning of products can be realized; based on big data analysis, enterprises can provide personalized product recommendations and service solutions.

4.2.5. Customer experience. Enterprises can use mobile Internet, AR/VR and other technologies to provide customers with more immersive shopping experience. At the same time, enterprises can also use customer relationship management system to make full use of customer data to improve the pertinence and experience of customer service [9].

4.3 Application and Innovation Cases of Technology and Business Integration in the Digital Economy

4.3.1. Alibaba: Digital transformation promotes cross-border integration

As a global leader in the digital economy, Alibaba has consistently prioritized digital innovation as its core driving force. Since 2013, when it introduced its New Retail strategy, Alibaba has been continuously exploring new business models that integrate online and offline operations. For example, the Hema stores launched by Alibaba seamlessly combine online ordering with offline experiences. Customers can experience products in physical stores and place orders and pay through the mobile APP, with goods delivered to their homes via specialized logistics. Additionally, Alibaba uses big data analysis to provide personalized product recommendations and inventory management support to its stores. This deeply integrated online and offline New Retail model not only enhances the shopping experience for consumers but also helps Alibaba build a more intelligent and efficient business ecosystem.

4.3.2. P&G: Digital transformation drives product and service innovation

As the world's largest consumer goods company, Procter & Gamble (P&G) has been actively advancing its digital transformation in recent years. For instance, P&G uses data analysis to understand consumer needs and leverages 3D printing technology to customize products. Additionally, P&G has developed mobile internet-based customized services, such as personalized parenting plans for mothers, significantly enhancing the consumer experience. Moreover, P&G applies big data to marketing and sales. By precisely analyzing the characteristics and preferences of target consumers, P&G can develop more targeted marketing strategies, improving the efficiency of advertising placements. It is evident that P&G effectively uses digital technology to reshape its product and service models, continuously meeting the personalized needs of consumers and maintaining a competitive edge in the market.

4.3.3. Disney: Digital drives the upgrade of the whole experience

As a globally renowned entertainment brand, Disney has fully leveraged digital technology to drive business innovation. In the theme park sector, Disney has introduced the Magic Band, which allows visitors to enter the park quickly, pay without cash, and enjoy personalized services. Additionally, Disney uses big data to analyze visitor habits and preferences, offering personalized tour plans and entertainment recommendations. In content creation, Disney employs AR/VR technologies to create immersive entertainment experiences, breathing new life into its film and television productions. Furthermore, through cross-industry collaborations, Disney launches IP-based games, toys, and other merchandise, expanding its IP value chain. Clearly, Disney has effectively utilized digital technology to enhance its core businesses, including theme parks and film and television content, providing users with comprehensive and immersive entertainment experiences, and continuously solidifying its leadership in the entertainment industry.

In the context of the digital economy, companies must place a high emphasis on the deep integration of digital technology with business operations. They should actively explore innovative digital applications in areas such as marketing and sales, production supply chains, management and decision-making, product services, and customer experience. By fully leveraging digital technology to drive business model innovation, companies can stand out in the competitive market.

5. Conclusion

The digital commerce sector in Guangdong Province has seen rapid growth, driven by policy support, technological innovation, and its geographical advantages, particularly in e-commerce and cross-border e-commerce. By leveraging data empowerment and innovative business models, digital commerce is driving the transformation of traditional industries and enhancing corporate competitiveness. Moving forward, it is essential to further enhance the application of technology and optimize the policy environment to address challenges such as data security, thereby setting a benchmark for the national digital economy.

Acknowledgments

This paper is supported by Guangdong University of Science and Technology 2022 Key discipline Research Ability Enhancement project -- Guangdong Digital Business Ecology Research (No. GKY-2022ZDXKTS-7)

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