

Empirical Analysis of Factors Affecting Cross-Border E-Commerce Customer Experience

Cong Jing

Business School of Wuhan Polytechnic, Wuhan 430074, Hubei, China

Keywords: Cross-Border E-Commerce, Development Significance, Development Status, Customer Experience, Influencing Factors, Development Measures

Abstract: Cross-border e-commerce is a business activity carried out by enterprises or individuals in different countries through e-commerce. It can break through geographical restrictions, promote international trade and economic development, and promote economic cooperation among countries. It is of great significance. Today, cross-border e-commerce is developing rapidly in China, and in order to continue to develop and improve the competitiveness of domestic and foreign markets, it is necessary to strengthen the customer experience from the perspective of consumers. To this end, this article first describes the development significance and development status of cross-border e-commerce. Secondly, the relevant empirical analysis of influencing factors of cross-border e-commerce customer experience. Finally, based on the analysis conclusions, relevant solutions are proposed.

1. Overview and Development Status of Cross-Border E-Commerce

1.1. Developmental Significance Of Cross-Border E-Commerce

Cross-border e-commerce has a very important strategic significance, which can promote the development of economic integration and the process of trade globalization. At the same time, it has also brought about tremendous changes in the international economy. For enterprises, the multilateral economic and trade cooperation model it has established is open, multi-dimensional, and three-dimensional. It can expand the way to enter the international market, enable enterprises to achieve mutually beneficial goals, and optimize resources. For consumers, this trade model allows them to learn information about other countries and buy preferential products [1].

1.2. Development Status of China's Cross-border E-commerce

Nowadays, with the continuous development of the economy, the rapid improvement of the level of information technology and network technology, and the improvement of people's living standards, under the influence of these factors, cross-border e-commerce has gradually become one of the main transaction modes in China. According to customs statistics, from 2016 to 2018, China's total cross-border e-commerce retail import and export goods totaled 49.96 billion yuan, 90.24 billion yuan, and 134.7 billion yuan, up 38.7%, 80.6%, and 50% year-on-year. In this case, there are now nine cross-border e-commerce companies listed in China. At the same time, related enterprises and service platforms are also increasing [2]. At present, there are about 5,000 e-commerce platform companies in China. In addition, its development is inseparable from the support of China's policies. In recent years, China has introduced many related policies, which have provided certain guarantees for its trading activities and promoted the development of cross-border e-commerce.

2. Analyze the Influencing Factors of Cross-Border E-Commerce Customer Experience through Relevant Empirical Analysis

2.1. Cross-Border E-Commerce Customer Experience Evaluation Index System

After the financial crisis in 2008, cross-border e-commerce has only begun to develop. Although

many domestic and foreign scholars have conducted research on it, there is still relatively little related research, and a complete customer experience evaluation index system has not been established. At the same time, in order to provide corresponding guidance and assistance to cross-border e-commerce enterprises, it is necessary to set out from this and establish a corresponding customer experience evaluation system. Because the content in this aspect is still in the vague phase, relevant analysis methods are used for research. The cross-case clustering analysis method is more effective. Specifically, we must first clarify the model of cross-border e-commerce, and then select representative companies from different models and use them as analysis objects to collect relevant materials. Second, the analysis method extracts indicators from three dimensions, including information flow, cargo flow and capital flow. Finally, show the results of the analysis to consumers who often make cross-border purchases, start communication, learn from their views, and test the indicator system [3].

From the perspective of the business model, it can effectively explain how the company creates customer value, establishes internal structure, forms network relationships with partners, opens up markets, transmits value, creates capital relationships, obtains profits, and maintains cash flow. From this point of view, through operating models, partnerships, and profits, we can see that corporate cross-border e-commerce can be divided into four models, namely online stores, self-operated platforms, third-party platforms, and direct business operations. When researching the influencing factors of customer experience, the selection of objects is very critical. It should be an outstanding mature company with a leading position in the industry [4]. Among them, the online store includes strawberry (Cn.StrawberryNet.com) and Amazon China (www.Amazon.cn). Self-employed platforms include Lanting (www.lightinthebox.com) and Dalong.com (corp.di.nodirect.com). Third-party platforms include AliExpress (seller.aliexpress.com), eBay (www.ebay.cn), Dunhuang.com (seller.dhgate.com), and Yitang.com (www.tradetang.com.cn). The direct companies include the American companies Dell (www.dell.com.cn) and Threadless (www.threadless.com).

From January to March 2014, interviews were conducted with relevant personnel of ten companies. Data were collated and compared, and an initial indicator system for corporate customer experience evaluation was established around three dimensions. From April to May 2014, interviews were conducted with 20 consumers in the United Kingdom, the United States, and Germany who frequently made cross-border purchases from China, and the corresponding changes were made to the previous system. After continuous improvement, this form was finally formed. Customer experience evaluation index system. On the one hand, this indicator system involves the customer experience in all its links and is a complete system. On the other hand, this evaluation index is closely related to it. It is established from the perspective of cross-border e-commerce. It has a great relationship with its characteristics and has a targeted evaluation effect.

2.2. Research Hypotheses

Online shopping is a new type of shopping, which is affected by many factors. Ye Wen (2001), Monday Ride, and Jiao Guansheng (2005) believe that there are five factors affecting online shopping. One is the characteristics of consumers, including gender, Age, education, income, etc. Second, commodity factors include commodity function, quality, and price. Third, website factors, including website popularity and user interface. Fourth, cultural factors, national culture and customs. Fifth, social factors. Many studies have found that online shoppers and non-Internet shoppers differ in terms of gender and income, as well as age and education. Consumer characteristics are important factors influencing online shopping customer experience evaluation. For different consumers, they will have different customer experiences in online shopping. It can be seen from previous research that the characteristics of consumers that influence online shopping mainly come from demographic variables, including gender and age, and occupation. And cultural factors also have a certain impact on it, so national factors are also a kind of consumer characteristics [5].

From these analyses, the following assumptions can be made:

- (1) Consumer gender has an impact on it.
- (2) Consumer age has an impact on it.
- (3) Consumers' marital status has an impact on it.
- (4) Consumer occupation has an impact on it.
- (5) The education level of consumers has an influence on it.
- (6) Consumer income has an impact on it.
- (7) Consumer country has influence on it.

2.3. Data collection and analysis

China's cross-border e-commerce market is mainly concentrated in the United States and the United Kingdom. Research objects can be placed on college students, wage earners, and those with relevant shopping experience in these two countries. The survey was conducted from July to August 2015, mainly using online surveys and paper questionnaires. After analysis, consumers accounted for 39.7% of males and 60.3% of females; 26.5% were married and 73.5% were unmarried; 54.6% had a bachelor's degree or above; 45.4% had a bachelor's degree; and an income of more than \$ 3,000 Accounted for 43.5%, 56.5% for those under \$ 3,000, 65.7% for the United States, and 34.3% for the United Kingdom.

2.4. Empirical Research Results

According to a series of studies, it is known that the three aspects of gender, education and income have no obvious impact on cross-border e-commerce customer experience, while age and occupation and country have a greater impact.

According to the analysis of relevant empirical studies, it is known that the older consumers are, the more they hope to buy cheaper products than physical stores. At the same time, they also want lower prices for international logistics. Younger consumers will focus on international marketing methods. This shows that older people value the price of goods, while younger people value the social nature of shopping.

Among the factors affecting the cross-border e-commerce customer experience, whether consumers have a formal career is also a major factor. Consumers with formal occupations will pay more attention to whether the webpage settings of the shopping platform are consistent with the local aesthetics. And students pay less attention to this aspect, which can see that occupation has an impact on consumer aesthetics.

For the customer experience of cross-border e-commerce, country factors have a significant impact. Among them, among British consumers, they will pay more attention to whether they can buy things that are usually not easy to buy when they cross-border shopping, and hope to hold some offline activities. For American consumers, they are concerned about the speed of logistics, and they are also keen to use social media as an international marketing method. The reasons for these different situations may have a certain relationship with their own cultural background.

3. Research Conclusions and Countermeasures

3.1. Increase the Emphasis on Customer Experience

Today, market competition is becoming increasingly fierce, and e-commerce companies need to pay more attention to customer experience. Strengthening the research and emphasis on the factors affecting customer experience will help companies improve their behaviors based on target consumer groups, more accurately enhance customer experience, improve their own experience and performance, and effectively control costs. In the context of internationalization, global competition is becoming increasingly fierce. During the development of China's cross-border e-commerce, we must pay attention to its customer experience, focus on domestic e-commerce customer experience, and analyze the differences between the two. Then, based on the conclusions, provide more targeted products, provide personalized services for them, increase customer satisfaction, and attract more consumers to shop.

3.2. Make the Most of Big Data Technologies

In the process of experience management, companies must pay attention to the characteristics of their own customer groups. For cross-border e-commerce, they must pay particular attention to the age and national characteristics of customers. At present, with the emergence and widespread application of big data technology, enterprises can make full use of big data technology to mine, analyze, and process information, and improve the quality of customer experience management. Facing a large amount of customer information, enterprises can mine valuable information and then conduct in-depth analysis, which can save corporate resources and improve management efficiency. On the basis of information analysis, according to the characteristics of consumers, carry out effective practical activities.

3.3. Cross-Border E-Commerce needs to Focus on Product Characteristics, Prices and International Marketing Methods

When conducting cross-border e-commerce activities, companies need to pay more attention to product characteristics and prices, as well as international marketing methods, which have a great impact on customer experience. Through cross-border e-commerce, companies can provide local consumers with reasonably priced products, which is one of the important factors that can win customers and provide a customer experience. At the same time, according to the local national conditions, grasp the characteristics of consumers and adopt corresponding international marketing methods.

China's colleges and universities need to give play to its effectiveness and establish related disciplines in international trade and e-commerce. It is also necessary to build a professional teacher team to carry out targeted teaching activities for students. In concrete talent training, we must not only teach them theoretical knowledge, but also guide students to turn theory into practice. At the same time, the school can also take the form of cooperation with e-commerce enterprises, allowing students to internship in the enterprise to enhance their practical ability.

3.4. Defects in Customer Experience

From the current point of view, there are still some shortcomings in the customer experience of cross-border e-commerce, affecting the overall development effect of cross-border e-commerce. These include the speed of cross-border logistics and the speed of returns and exchanges. These two aspects are more serious. Enterprises need to pay more attention to them and formulate effective measures to improve the overall level of customer experience. Enterprises can invest in overseas construction or cooperate with local enterprises to establish cross-border e-commerce overseas warehouses to bring a better experience to customers. The overseas warehouse is a trading link between the seller and the buyer. The seller can carry out warehouse distribution and delivery according to the buyer's location. This avoids the complicated procedures of cross-border logistics transportation, reduces the delivery time of the goods, and greatly improves the logistics speed. Reduce its costs. In this way, it can also respond to the buyer's requirements in a timely manner, and it can be more convenient and quicker when returning goods. There is no need to perform cross-border logistics and other related links to quickly solve the problem of returns and exchanges, and reduce logistics costs. In addition, companies must abide by local laws and regulations, fully consider their local customs, master their living habits and daily shopping habits, design local language websites, and provide targeted services to them to meet their consumption needs.

4. Conclusion

Nowadays, the rapid development of cross-border e-commerce has brought many changes to people's lives, etc. In order to win more markets in domestic and international markets, it is necessary to strengthen the emphasis on cross-border e-commerce customer experience. Enterprises should analyze the factors that affect the customer experience, including age, employment, and country factors, find out the existing problems, solve them in a timely and effective manner, and

constantly optimize the marketing management model to provide consumers with more preferential products and High-quality services, comprehensively improve the level of customer experience, and promote the healthy and sustainable development of cross-border e-commerce in China.

References

- [1] Chen Xiao. Research on customer experience evaluation of cross-border e-commerce from a multi-dimensional perspective. *Business Economics Research*, no. 18, pp. 77-79, 2018.
- [2] Yuan Gui. Empirical analysis of influencing factors of cross-border e-commerce customer experience. *E-commerce*, no. 04, pp. 11 -34, 2016.
- [3] Ji X, Shang X, Dahlgren R A, et al. Prediction of dissolved oxygen concentration in hypoxic river systems using support vector machine: a case study of Wen-Rui Tang River, China. *Environmental Science & Pollution Research*, vol. 24, no. 19, pp. 1-15, 2017.
- [4] Wang W, Maitland E, Nicholas S, et al. Comparison of patient perceived primary care quality in public clinics, public hospitals and private clinics in rural China. *International Journal for Equity in Health*, vol. 16, no. 1, pp. 176, 2017.
- [5] Bjärstig T, Sandström C. Public-private partnerships in a Swedish rural context - A policy tool for the authorities to achieve sustainable rural development?. *Journal of Rural Studies*, vol. 49, pp. 58-68, 2017.