Recommendations on Consumers Classification Management on the Analysis of Country-based Difference of Cross-border E-commerce Users Behavior Data

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Abstract. This paper is written based on the AliExpress cross-border E-commerce platform data and by taking consumers of wedding and formal dresses in such countries as the U.S., Russia and Brazil as examples. The author has analyzed difference of behavior of consumers' wedding and formal dress consumers of different countries, with the focus on the analysis of the transaction trend and seasonal performance of wedding dresses of different countries. Aside from the provision of information on the consumer behavior rules, the author has provided recommendations on the product focus and descriptions in terms of consumer classification management and marketing level.

Source of Data Descriptions and Collections

AliExpress cross-border E-commerce platform provides real-time recording of consumer behavior data. Results of daily calculation of corresponding indicators of behavior will be published in the data matrix block of the platform for sellers to view, download and analyze. Data matrix includes three items, respectively industry information, search words analysis and product selection experts.

Industry information is displayed in the home page of matrix. Ratio of visitors and payment amount of top-10 country visitors of 30 days will be provided everyday (see Fig. 1). Data of ratio displayed in the home page will be recorded for six consecutive months for study on the country-based consumer behavior preference. From June to November, 2016, data on the ratio of visitors and payment amount of the top-10 countries of the previous month will be collected in the 2nd day of each month, and the corresponding record and summary will be conducted herein.

![Figure 1. Country Visitors and Source of Payment Amount Data.](image-url)
Analysis on the Country-based Difference of Wedding and Formal Dress Consumer Behavior Preference

Data come from the allocation of industry and country in the information block. The platform will publish the ratio of visitors and payment for all product types of the top-10 countries. On contrast, the country concentration for the payment amount of wedding dress is higher than that of the wedding dress. Therefore, for the formal dress, we shall focus on the demands of consumers of the top-4 countries; for wedding dress, we shall consider needs of varied countries to get more income. In the platform, countries with the most active performance and biggest procurement amount of wedding and formal dress are the America, Russia and Brazil, followed by France, Spain, Ukraine and Netherland (as shown in Fig. 2).

Figure 2. Contrast of Country-based Ratio of Visitors and Payment.

In the meantime, the author has made a comparison on the ratio of number of visitors and payment amount. For the wedding dress, the country with high ratio of number of visitors may not necessarily corresponding to high ratio of payment. For example, the ratio of number of American
visitors is relatively low. However, the ratio of payment is on top; ratio of number of Russian visitors is on top while the payment ratio is generally in the 3rd or 4th place. It can be inferred that the procurement behavior of Russian consumers is more cautious while American users of the cross-border platform is not picky. Canada, U.K., France and Israel have similar consumption behavior with America. Russia is akin to Brazil and Spain in terms of consumption behavior. Both indicators in the platform for Italy, Chile and Ukraine are very low. In the meantime, similar scenarios for the formal dress are more obvious, namely, the performance of consumers’ picky level for the formal dress is more serious (as shown in Table 1).

Table 1. Country-based Consumer Behavior Preference Classification.

<table>
<thead>
<tr>
<th>Type</th>
<th>Typical example</th>
<th>Other country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not picky</td>
<td>U.S.</td>
<td>Canada, U.K., France and Israel</td>
</tr>
<tr>
<td>Cautious</td>
<td>Russia</td>
<td>Brazil, Spain</td>
</tr>
<tr>
<td>Not active</td>
<td>Italy</td>
<td>Chile, Ukraine</td>
</tr>
</tbody>
</table>

The author pays attention to the variation of market segment and attribute of the U.S., Russia, France, Spain and U.K. On one hand, users of these countries are highly proactive in the platform; on the other hand, enterprises attach importance to the preference of consumers in these countries. Because the European countries that were selected are all situated in the north of the Northern Hemisphere. It’s suitable for wearing wedding dress because of moderate temperature in September and October. Therefore, more people choose to marry in this period. However, consumers choose to pay attention and procure wedding and formal dress in advance. Therefore, the market performance in June, July and August is better, and that in September and October is on decline.

Consumer Classification Management and Marketing

Based on the analysis of search data of cross-border E-commerce platform AliExpress, correlation of search and procurement behavior of wedding and formal dress and variation on consumer’s procurement behavior in summer and autumn, real-time business activity can provide information associated with the consumer’s behavior rules for the platform sellers of wedding and formal dresses so that sellers can grasp consumers’ demands in advance and correspondingly organize production, marketing and sales. Theoretically, online search data may reflect online consumption behavior and rules, and such method may be applied to the analysis of behaviors of consumers of other types of product.

Country-based Correlation among Time, Attribute and Transaction

![Figure 3. Trend of Transaction of Wedding Dress of Varied Countries.](image)
Usually, we shall pay attention to the overall trend of transaction indicators of several target countries selected. Whether it is the type of popular product with bigger transaction volume or the type of conventional product with smaller transaction volume, they conform to the overall transaction trend of the country. In the meantime, the long-term monitoring result may reveal the seasonal rule of wedding and formal dress so that enterprises can predict market performance, and make the corresponding order and makeup plan.

For products with bigger seasonal or countries-based difference, it’s not recommended to use the linear diagram of attribute values for observing the popular attribute. It’s time-consuming to produce such diagram, which not vivid. Thus, it’s not easy to directly judge the influence on the attribute is caused by the season or country. However, we may easily find out problems based on the preliminary findings through the cross display of three dimensions of the tree diagram.

**Design of Product Based on Characteristics of Country**

Before launching product in the platform, we shall consider the country of main consumers in the cross-border E-commerce platform as well as the picky level of consumers of different countries. The number of clicks and payment of Italian consumers in the AliExpress is very small, and it’s obvious that they shall not be the target group of the product. Spanish consumers in the platform are relatively proactive in clicking while the payment amount is relatively small, and they shall not be taken as important customers. Platform consumers of the U.S., U.K. and France are ranked in front in terms of proactive level and payment amount, and they shall be regarded as important consumers. We shall attach great importance to the procurement preference of consumers of these three countries, and launch corresponding products in the platform. With respect to Spanish consumers, we shall know the product with big search volume but no transaction. And then, we may interview the offline wedding dress dealer to know reasons for no transaction. If the corresponding needs can be met, we shall launch the product with big search volume to increase the transaction volume.

With respect to countries with special customs, the wedding dress is equipped with such accessories as veil and head pieces. The very big search volume means that consumers of countries with special customs have needs. In the meantime, we shall know needs of such offline consumers, whether it’s related to price, product design, logistics and service or language of the product descriptions. Improvement shall be made after we have determined the corresponding reasons to enable procurement in bigger volume.

**Design of Product Description Based on Platform User Classification**

Apart from classification of country and groups, users can be classified by other dimensions based on the user behavior data. With respect to each type of user, we shall formulate the corresponding product design thought, which will promote the business development of the cross-border online store.

To present and interpret data analysis results may give certain prompts to the operators of online store. Search and view can efficiently produce procurement. Therefore, platform sellers shall intensively design product descriptions, which might necessarily logical. However, usual expressive vocabulary shall be used, e.g. Wedding and Dress. Such universal vocabulary targets class II consumers, which can produce plentiful search and view volume. Thus, it’s highly probable that the product can be sold; in the meantime, to add usual expressions in Spanish and Russian may produce certain sales. People of countries of lesser-known languages belong to the class I consumers. Their scope of choice is small. If relevant product is searched, the probability of procurement is higher than that for the other two types of consumers; we may properly add vocabulary with common spelling error, and some words like this have very high search volume, e.g. wedding dresses. Besides, people tend to purchase product with small competition. Thus, we shall attach importance to the special design of the product. Unique design and style may effectively attract class I consumers with clear-cut objective.
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