

# Analysis of Import Retail e-commerce Market Based on Consumption Perspective

Dongping Wu<sup>1</sup>, Shuai Zhang<sup>2</sup>

1. Hainan Vocational University of Science and Technology Haikou, Hainan 571126

2. Shenyang Agricultural University, Shenyang, Liaoning 110866

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**Abstract:** In recent years, Chinese consumers' demand for imported goods has been growing, especially in the fields of food, cosmetics, maternal and child products. With the popularization of the Internet and the development of e-commerce, the import retail e-commerce market has gradually become an important channel for consumers to buy imported goods. This paper will analyze China's import retail e-commerce market from the perspective of consumption, in order to provide useful enlightenment for the development of the industry.

**Keywords:** Import retail; E-commerce market; Consumption perspective; Market competition

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## Introduction

With the rapid development of our economy and the continuous improvement of people's living standards, the demand of consumers for imported goods is growing day by day. The popularization of Internet technology and the development of e-commerce make the import retail e-commerce market rise rapidly. According to the data of China E-commerce Research Center, the scale of China's import retail e-commerce market has expanded year by year and is expected to continue to grow in the future. In this context, the study of the development trend and consumer behavior of the import retail e-commerce market is of great significance for e-commerce enterprises to formulate market strategies.

## 1. Overview of import retail e-commerce market

### 1.1 Development status

The import retail e-commerce market is growing at a phenomenal rate in China, it has become an important part of the global e-commerce market and continues to expand, the rapid development of this market is driven by the growing demand of domestic consumers for high-quality imported goods. With the improvement of people's living standards, consumers' pursuit of quality is also getting higher and higher, and imported goods are favored by more and more consumers because of their quality and uniqueness. Many e-commerce platforms such as Tmall International and Jingdong Global Purchase, relying on their strong international brand and retailer cooperation resources, provide consumers with a variety of imported goods from food, cosmetics to household goods and other categories. This not only meets the personalized and diversified consumption needs of consumers, but also greatly enriches the variety of goods in the domestic market.

### 1.2 Market characteristics

In the current import retail e-commerce market, young consumers have become the main consumption force. This group has a high degree of acceptance of new things and a high enthusiasm and demand for imported goods. Young consumers are more inclined to shop through online channels, which provides a broad user base for the development of the import retail e-commerce market. In modern society, people's pursuit of personalization is getting higher and higher, and consumers also hope to meet their individual needs when shopping. The import retail e-commerce market satisfies consumers' pursuit of individuation through rich commodity types and unique commodity characteristics. Consumers can choose products suitable for them according to their preferences and needs, and this personalized consumption experience has attracted a large number of consumers.

## 2. Analysis of purchasing decision factors of consumers

### 2.1 Product factor

First, product quality is one of the most concerned issues for consumers when buying products. High-quality products can meet the needs of consumers and provide a good use experience, thus enhancing consumers' desire to buy. On the contrary, poor quality products will cause consumers to have doubts and worries, reducing their willingness to buy. Therefore, product quality is an important factor affecting con-

sumers' purchasing decisions.

The second brand image is also an important factor for consumers to consider when purchasing products. Brand image is the status and image of the enterprise in the minds of consumers, which reflects the strength and credibility of the enterprise. Consumers tend to buy corporate products with a good brand image, because such products can bring them a sense of security and trust. Products with a good brand image are often more likely to gain the favor of consumers.

Third, product characteristics are also important factors affecting consumers' purchase decisions. Product features include product design, function, performance and other aspects. Unique and attractive product features can stimulate consumers' interest and increase their desire to buy. For example, a mobile phone with innovative features may attract consumers' attention and prompt them to make a purchase.

## **2.2 Price factor**

The product price of imported retail e-commerce has certain advantages compared with offline physical stores. However, when buying, consumers not only pay attention to the absolute price, but also pay more attention to the rationality of the price, cost performance and whether there are preferential activities. The price of goods on e-commerce platforms is usually more favorable than that of physical stores, because online sales can save a lot of rent, labor and other costs. In addition, e-commerce platforms can also use big data analysis to accurately push products that consumers are interested in, thereby improving conversion rates. However, consumers do not consider price alone when making a purchase. They prefer to buy a reasonable price of goods, prices should be matched with the quality of goods, performance and other factors, if the price of a commodity is very low, but the quality is poor, consumers will not choose to buy.

## **2.3 Channel factor**

The channels of import retail e-commerce mainly include PC websites, mobile apps and social media platforms. Through these channels, consumers can understand product information, make purchases and conduct subsequent after-sales services. The convenience and usability of channels and the authenticity of information will affect consumers' purchasing decisions. Regardless of the channel through which they purchase, consumers are concerned about the authenticity and reliability of information. Import retail e-commerce should pay attention to providing true and accurate product information, including origin, brand, specifications, prices, etc., to avoid exaggerated publicity and false publicity. At the same time, e-commerce companies should provide transparent after-sales service policies, including return and exchange processes, after-sales contact information, etc., to enhance consumer trust and satisfaction.

# **3. Market strategy analysis of e-commerce enterprises**

## **3.1 Product strategy**

E-commerce enterprises should take strict quality control measures to ensure that every product is from a reliable supplier, and in line with the current quality standards in China, consumers in the purchase of goods, the most concerned issue is the quality of the product, only let consumers rest assured, in order to win their trust, so as to promote sales, high-quality products can also enhance the brand image of the enterprise. Bring good reputation for the enterprise. And e-commerce enterprises should enrich their product lines as much as possible, covering food, cosmetics, household goods and other fields to meet the diversified needs of consumers. For example, in the field of food, you can provide a variety of flavors of snacks, specialties; In the field of cosmetics, can provide a variety of efficacy of skin care products, makeup; In the field of household goods, we can provide various styles of household accessories and daily necessities. In this way, no matter what kind of needs consumers have, they can find products to meet their needs on the e-commerce platform.

## **3.2 Price strategy**

E-commerce enterprises should reasonably set prices according to the cost of products, market demand and the pricing of competitors. Setting the price too high may lead to the loss of consumers, setting the price too low may not cover the cost, affecting the long-term development of the enterprise. Therefore, in-depth analysis of market data and scientific price positioning are one of the key factors for the success of e-commerce enterprises. Providing a variety of preferential activities is also an important means to attract consumers. For example, limited time discounts, full reduction activities, coupon issuance, etc., can effectively stimulate consumers' desire to buy. Through these preferential activities, enterprises can increase sales and enhance the market share of the brand while maintaining profits.

## **3.3 Channel strategy**

Enterprises need to comprehensively sort out and analyze the existing sales channels to understand the advantages and disadvantages of each channel in order to carry out targeted optimization. For example, online channels can provide 24/7, global service, but consumers may have concerns about the security and trust of online shopping; Offline channels can provide instant shopping experience, but limited by time and place, enterprises should choose the most suitable sales channels according to their own product characteristics and target consumer groups. At the same time, enterprises need to improve the synergies between various channels, so that consumers can switch seamlessly be-

tween different channels to improve the overall shopping experience. For example, when consumers browse goods online, they can easily experience and purchase in offline stores, and conversely, after consumers experience in offline stores, they can also easily purchase and after-sales service online. In addition, businesses need to improve the convenience of the purchase channel, so that consumers can more easily complete the purchase. For example, enterprises can optimize the mobile terminal and PC terminal, so that consumers can complete the purchase anytime and anywhere, enterprises can also provide a variety of payment methods, such as wechat Pay, Alipay Pay, etc., to meet the payment habits of different consumers.

#### 4. Conclusion

China's import retail e-commerce market has broad prospects, but the market competition is fierce. E-commerce platforms should pay attention to consumer demand, continuously optimize products and services, and enhance consumers' shopping experience to win market share. At the same time, e-commerce platforms also need to strengthen cooperation with brand owners, improve supply chain efficiency, reduce operating costs, and achieve sustainable development.

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**About the author:** Dongping Wu, April 1998, Female, Han nationality, Hainan, Master candidate, Research interests: Management, Consumer Behavior, Cross-border E-commerce, Market Research and Forecasting.